LUCY AND DESI TACKLE THE MOVIES

TV GUIDE®

The Truth About Television Snobs

COMPLETE PROGRAM LISTINGS
Week of July 17-23

15¢

as we see it

Seems we've been worrying too much about how televised violence is affecting the younger set. The latest dope from some child guidance experts is that the bang-bang stuff isn't hurting their little minds one whit.

The psychologists, some of them at least, argue that if a child sees nothing but goody-goody stuff he'll start wondering whether there isn't something wrong with himself. He has likes and dislikes, even hates, and he isn't a perfect "littul gentulman" at all times. If he watches nothing but sweetness and light on television, the poor kid's liable to grab himself a complex on account of he's so different from what he sees.

Basically the horse and space operas are pretty much the same, whether the hero mounts his horse and gallops six miles over hill and dale after the villain, or hops into his intergalactic cruiser to trap the baddie just this side of Betelgeuse. Justice always triumphs, crime does not pay, and be sure to tell your Mommie to buy Crunchies, the cereal that makes noise as it slithers down your gullet.

Physical action, excitement and adventure are part of every child. What matters if a few guns or jet-neutralizers are shot and a goodly assortment of meanies bite the dust? So long as the killings are nice and clean instead of gory, and so long as the youngsters realize that it's all play-acting, a few cowboy movies or space episodes won't hurt 'em. So say the experts.

Certainly it can't do them any more harm than the Grimm Fairy Tale which relates: "'She deserves to be stripped naked and put into a barrel with nails and a horse should be harnessed to the barrel and the horse sent all over the world.' All of which was done to her."—*M. P.*

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Walter H. Annenberg, *Editor and Publisher*

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TV Teletype*

NEW YORK Bob Stahl reports:

Looks now like RED SKELTON will front that big competition CBS hopes to toss in MILTON BERLE's path next season. RED, who signed a new contract recently with CBS, takes over the Tuesday night 8:30 period, opposite Star Theater.

* * *

Following fine audience reaction to the Life with Father excerpt on the recent Ford anniversary program, CBS plans to introduce a weekly Father series in the fall. It will probably co-star DENNIS KING and MARTHA SCOTT, taking over the Sunday night time now occupied by GENE AUTRY. Latter show will move back to Tuesday nights. This Is Show Business will also be seen Tuesday nights next season.

* * *

ARNOLD STANG signed for another series of guest appearances on the MILTON BERLE show . . . PETER DONALD will emcee The Last Word, ABC quiz show originally set for GEORGE JESSEL . . . JOHN ROBERT POWERS, head of the famous model agency, hopes to bring his cover girls to TV in the fall. All he needs is a suitable program . . . World Premiere, telefilms series featuring short stories by some 20 top American writers, scheduled for a TV premiere in the fall.

* * *

Pulitzer Prize Playhouse may return to ABC next season as an hour-long, live dramatic show . . . The new Medallion Theater will serve as a showcase for new programs, similar to the recent ABC Album. A new program starring JACKIE COOPER, and HAROLD HUBER'S Broadway Is My Beat are being auditioned that way.

* * *

ELLA RAINES signed to star in a new half-hour drama titled Janet Dean, RN. It hasn't been decided whether the show will be done live or on film . . . While several Hollywood screenwriters have successfully made the transition to TV, MEL BROOKS, writer on Your Show of Shows, may be the first TV writer to switch directly to films. He's spending the summer writing a screen treatment of "My Sister Eileen" for a Hollywood studio.

* * *

DANNY and DOC SIMON, writers for TALLULAH BANKHEAD and MARTHA RAYE last season, will script the PAUL WINCHELL program this fall . . . Ding Dong School is going into book form. DR. FRANCES HORWICH, the program's "Miss Frances," and REINALD WERRENRATH, JR., the producer-director, are preparing seven children's books based on the program, which Rand McNally will publish . . . Top-name comedians may narrate cultural comics for children on the upcoming Junior Omnibus. ED WYNN is one of those under consideration as a narrator.

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(Hollywood Teletype on page 12)

Roll out the red Carpet

LUCY AND DESI RETURN TO FILM SETS IN TRIUMPH

Lucille and Desi with the trailer which provides background for their new movie.

LUCILLE BALL and DESI ARNAZ were well-known names on the Metro-Goldwyn-Mayer lots during their movie-making days, but they never rated the royal red carpet treatment which marks their return to films.

A record-breaking television audience for their *I Love Lucy* program, No. 1 with television fans in all parts of the country, makes the significant difference as they return to the M-G-M studios to make their first movie together, *The Long, Long Trailer.*

For this film venture, scheduled for late fall or early winter release, M-G-M has pulled out all the stops—a lavish budget, the use of Technicolor and Wide Screen processes, and the assignment of Vincent Minnelli, a top director; Pandro Berman, a top producer, and Robert Surtees, award-winning cameraman.

The studio's welcome to Lucille and Desi, and the peak excitement centering around their sound stages is only a part of one of the biggest TV stories of the year. It marks a sharp shift in policy for M-G-M, once aloof to television, but now eager to capitalize on the drawing power of two of TV's biggest stars. It's another step toward the often-promised "wedding" between television and the Hollywood film studios.

High Budget Picture

The studio will spend an estimated $2,000,000 on the production, including the $250,000 which Lucy and Desi will draw down for their 26 weeks work. Since the film is being made during their vacation from the *I Love Lucy* show, it becomes a highly profitable holiday.

Despite the gala welcome, both Lucille and Desi are taking the return to movie-making in stride.

"The pressure's off," Lucille said contentedly, as she rested between scenes on M-G-M's Stage 15. "Now I'm responsible only for my own performance and it's like a wonderful vacation. This is a relaxed way of earning a living."

Desi, who shares with Lucille the responsibility for managing their television show, said: "It feels wonderful to have someone else at the other end of the camera, watching out for you, so that you just have to worry about the acting."

For Desi, who was under contract to M-G-M, but appeared only briefly in the picture *Bataan*, it was his first appearance at the studio as a full-fledged "star."

Lucy left the studio seven years ago after making *Ziegfeld Follies*. Contrary to some opinion, her career was not fading at the time. She was making $4000 a week with M-G-M, but preferred to free-lance, and subsequently drew $100,000 a picture.

Recognize her? This is Lucille, complete with black wig, in an earlier movie role.

The Long, Long Trailer is the story of a young couple, who decide to honeymoon in a trailer on a cross-

It's a return trip: both Lucy and Desi were M-G-M players before their TV stardom.

country trip. The story is ideally suited to Lucy and Desi's comedy styles.

Desi liked both the original story and the screen treatment by Frances Goodrich and Albert Hackett.

"Since we were ahead on our TV shows," he said, "we could do this picture. In the future we'll do the same thing—whenever we're ahead on TV films, we can find time for movies." Recently the Arnaz' announced formation of their own firm for producing either movies or telefilms.

As to the differences between movie making and telefilms, Desi says: "In television we're shooting for a 20-inch screen. Long shots are out, of course,

Reading the fine print: Desi looks over the Arnaz' $250,000 contract for movie.

and you have to show people from the waist up. Movie screens are becoming bigger all the time and so there's actually no limit to scope for them.

"Time is the biggest difference. We're shooting this picture in 26 days. At the rate of eight hours per day, that's a total of some 200 hours for a 75-minute movie. In comparison, we'll rehearse a half-hour *I Love Lucy* show in four days and film it in just an hour and 15 minutes.

"Another difference is the amount of film used. For *The Long, Long Trailer* we'll shoot around 60,000 feet. For a half-hour telefilm it's rarely more than 9,000 feet. For three TV films, the equivalent of a full-length movie, that would be 27,000 feet, at the most.

"Finally, this is a 'happy set' because Minelli knows exactly what he is doing and everyone has confidence in him. The first couple of days I wanted to do some shots over but he said, 'they'll be good, don't worry.' When I saw them, I knew he was right and now I don't question him any more."

First Day Colorful

The first day of shooting *The Long, Long Trailer* was a colorful one. Studio executives, various celebrities and the press met at lunch and then went to view shooting on the stage. A dozen huge trailers were assembled there, one with a swimming pool. Lucille and Desi posed before the cameras while around them dozens of technicians and craftsmen handled their various chores.

The first morning's production resulted in but one line of completed dialogue, when Arnaz said: "Okay, I'll buy the trailer." This leisurely pace surprised Desi, accustomed to the speed of telefilming.

As usual, Lucille took everything at an even pace. During lunch she mingled with newspaper friends.

While making the movie, Lucille and Desi, their two children, Lucie and Desi, Jr., nursemaids and other servants, have moved into a residence in Beverly Hills, much closer to Culver City than their Northridge home in San Fernando Valley.

"As it is, we have to get up at 6 A.M. to be here at 7 and then we get home at 8 P.M.," Lucille pointed out. "If we lived in the Valley we'd never see the children. This works out very well. After we're through with the picture, we'll vacation at Del Mar and then return home."

gabe's gremlins

"ONCE UPON A TIME," writes Cartoonist Gabe Josephson, "a flock of Gremlins got loose in a file of publicity pictures. Luckily, I happened to be inside the file, too, and was able to capture their expressions." We rather doubt his story, but we thought his unusual cartoon satires were worth printing—just for some laughs.

Happiest Gremlin landed in a Godfrey ice show shot.

Saddest one got stuck cleaning up after a Johnnie Ray sob-song.

TRIBULATIONS OF A CASTING DIRECTOR

He is Harassed by Letter, Phone and Carrier Pigeon

IT IS an article of faith among people who have any dealings with them that actors possess more daft characters within their ranks than can be mustered up by any three other professions. Providing eloquent testimony in this respect is Bill Nichols (that's a picture of him above), a big man at NBC, where he serves as casting director for *TV Playhouse* and *Mr. Peepers*. Consequently he's a target for practically every actor and would-be actor working the Eastern seaboard.

Bill's office is a hideout buried among the labyrinthian corridors of the RCA building and the office door carries only the room number. Nearby, an NBC page boy is stationed to see that uninvited guests do not gain entrance to the Nichols' working quarters. It doesn't do any good though. Every week Bill is plagued by letters, phone calls or visits from some 500 actors and actresses trying to land parts.

Aside from the astonishing statistic that most of these people claim to have just returned from touring with *Mr. Roberts*, Bill is most amazed at the cockeyed stunts to which actors resort while trying to break down his flinty exterior.

Bill was singularly tormented by a willing, but not very able, actress who sent him postcards from various ports-of-call across the U. S., each card carrying a message appropriate to the locale. From Texas, her card read: "I'll give up my 10-gallon hat and take the next plane to New York for an acting job on your show." From Hollywood, his roving correspondent communicated, "Hollywood and Vine is fine, but I'd much rather be rehearsing a part for *Television Playhouse*." Bill finally admitted that the cards were so clever that she ought to forget this acting nonsense and go in for copywriting. She didn't take his advice.

Another aspiring Bankhead turned up at his office each week accompanied by a different kind of animal. One week, it was a monkey, the next, an Afghan wolfhound. Finally she made a grand entrance with a parrot. Whereupon Bill suggested that

she make a grand exit.

An actor named Welch, finding his drama credentials not in very good order, decided he'd imprint his name in the Nichols' memory by leaving a Welch candy bar on the corner of Bill's desk each week. Another actor, with similar motives, decided to be more subtle about it, so left a single match conspicuously placed in the center of Bill's desk each week. Bill missed the significance somehow.

One enterprising actor worked perhaps the cleverest twist of all. One morning Bill walked into his office and found a pigeon on his desk, with attached directions on how to return the bird to his owner. Bill sent a message along with the pigeon inviting the actor in for an interview. And subsequently found him a part.

Some actors, in their desperation become a little too aggressive and find their reception from Bill increasingly cool. One, billing himself as "The Man With a Thousand Faces", turned up so often that Bill finally sent him packing by saying, "Of those thousand faces, I haven't seen one yet that I liked."

Child actors and their mothers also

provide Bill with some of his darkest moments. Trying to pacify persistent mothers, and at the same time protect himself from the kicks of "talented" little moppets, forms one of Bill's least pleasant chores.

Another gambit frequently employed by actresses is to appear in Bill's office wearing disturbingly low-cut gowns. Bill counters this gambit by pointing to the exit.

Though he's a softie at heart, Bill must maintain a detached attitude toward all applicants. His job depends on it. An ex-actor himself, he won his present job because of his thorough knowledge of the theater and he's

been known for his integrity since he accepted it. Each week he tries to squeeze at least 25 percent new faces into his two shows. Besides interviewing almost every actor in the city, Bill also spends much of his time searching out fresh talent playing the off-Broadway and stock playhouses. He also tries to see all the drama shows on TV each week.

Regarding the stunts that some thespians have tried, Bill admits that a few have had their effect. But he finds himself most impressed by another type. "The quiet sincere kind, I would say, have the best chance of making a good impression. When somebody drops in as though she's doing me a favor by taking a job between her big Broadway parts, I can't help but take a cool attitude toward her. As an example of what I'm impressed with, both Pat Benoit (*Mr. Peepers'* girl friend) and Julie Harris (one of Broadway's top young actresses) were quiet and almost shy when they came to see me. They saved their acting for the cameras."

Are You a TV Snob?

John Butler, Mary Hinkson, Glenn Tetley in *Amahl and the Night Visitors:* too few saw.

THE MOVIE industry has long complained that so-called message pictures, despite public clamor for them, are frequently quick death at the boxoffice. Now it's the TV industry's turn.

The TV networks claim they would be only too happy to capitulate to the demands of educators,, critics and "longhair" viewers for more literate and cultural programing. Yet, it's argued, if they climb out on a limb by staging a show above the usual norm, the general public inevitably saws off that limb by boycotting such programs as though they were poison.

It only goes to prove, according to one top network executive, that most TV viewers are basically snobs. They pay only lip service to their demands for better programs. When a network attempts to do something out of the ordinary, those same viewers are usually watching a run-of-the-mill whodunit, or a wrestling match.

NBC, for example, points to its recent presentation of *Hamlet*. The network and sponsor spent thousands of dollars to stage a special two-hour version of the Shakespearean classic, casting Maurice Evans in the title role for added audience lure. The critics almost unanimously applauded the show as a new high in TV programing. Yet it drew a Nielsen rating of only 28.1, far below the 70's of *I Love Lucy*, the upper 50's of *Talent Scouts* and other programs in the top 10 rating lineup.

The same holds true for NBC's TV operas. *Billy Budd* drew a rating of only 6.8. Even the now-famous *Amahl and the Night Visitors*, staged as a special show last Christmas Eve, came

VIEWERS CLAMOR FOR CULTURAL PROGRAMS— THEN WON'T WATCH THEM

Kim Stanley as Joan of Arc on *You Are There:* CBS finds a substantial audience.

through with only a 23.6 rating.

Paradoxically, the networks have not given up. Those executives in charge of deciding which programs should go on the air and how literate and cultural they should be, feel they have a responsibility to the public to present better programs.

One such executive is Sylvester L. (Pat) Weaver, Jr., vice-chairman of the NBC board of directors. Weaver believes that if the networks continue to expose viewers to the better things in life, then the public will gradually develop a preference for such programs.

"It's part of the democratic ideal," Weaver said, "that people, given a chance for exposure to the better things, will realize their potentials."

The best way to achieve this, according to Weaver, is to try to incorporate those things which people do not expect but which they will appreciate once they see them.

It's true, Weaver said, that "we must sugar-coat our culture for the mass TV audience. But we're applying that sugar not to a pill but to vitamins. Once the people get to know and like the vitamins, we'll be able to do away with the sugar-coating."

Responsibility toward Viewers

Underscoring TV's unanimity on this score, Hubbell Robinson, Jr., CBS vice-president in charge of programs, expressed the same belief. "We have a responsibility to our viewers," he said, "to try to inform them and enlarge their areas of enjoyment. The trick becomes to do it well but in a way to capture the peoples' interest.

"Our objective is not so much to lift the public's taste—people are quick to spot phonies on TV—as to expose the people to things they're interested in and make their lives richer," Robinson continued.

Robinson believes the public is not yet ready to accept strictly educational or cultural fare. "There are certain limits beyond which you cannot go, or else you lose your audience," he said. "We cannot escape the fact that our *What In the World* program, which I consider a fine example of educational programing, combined with showmanship, has never attracted the number of viewers it should.

Special Talents Required

"But when we venture into a fine arts program (as in *Omnibus*), into history (*You Are There*), or current events (*See It Now*), we always find a substantial audience. Such programs require a special skill which is difficult to find. We've spent plenty of money to get the kind of talent that can turn out that type of show for us."

Both Weaver and Robinson inferred that part of the secret lies in improving the overall quality of TV programing, whether it be slapstick, comedy or serious drama. By bettering the content of average programs, the networks hope viewers will become accustomed to the "better things" painlessly.

TV Teletype

CONTINUED FROM PAGE 3

HOLLYWOOD

Dan Jenkins reports:

The new ABC-TV film series, DANNY THOMAS' Make Room For Daddy, has been sold to Lucky Strike and will be seen every Tuesday night beginning in September . . . Same network also has sold a half-hour variety-type show starring GEORGE JESSEL . . . NBC has its contractual eye on young JOHNNY KIRBY, the Pittsburgh singer who has been so successful on a local Los Angeles show.

* * *

More and more TV stars are turning businessmen. Latest to make the jump is OZZIE NELSON, who has set up his own production company to turn out the Adventures of Ozzie & Harriet TV film and radio shows . . . JON HALL has done it too, forming Jon Hall Productions to handle a radio version of his successful video film series, Ramar of the Jungle.

* * *

WANDA HENDRIX and BILL LUNDIGAN will star in the second of the new Ford Theater films when the show returns in the fall . . . CBS is quietly trying to talk J. CARROL NAISH into coming back to the network to take over his original Life With Luigi title role . . . ED SULLIVAN vacationing here and visiting with his married daughter.

* * *

MARIE WILSON and ROBERT CUMMINGS have doubled back into pictures, co-starring together in Marry Me Again. CUMMINGS, with 39 My Hero films completed, probably will start a brand new series in the fall -- which will make him the first TV star to have two different shows committed to film.

* * *

GEORGE BURNS and GRACIE ALLEN have lost their talented young producer-director, RALPH LEVY, who will do only the JACK BENNY show next season and devote the rest of his time to developing two new shows of his own . . . RALPH EDWARDS headed the recent record-breaking 31-hour telethon in San Francisco, pulling in more than $500,000 for cerebral palsy. That makes it the longest telethon in the books . . . Volcano Productions is readying a pilot film for a new film series, Ricochet, described as an adult Western.

* * *

Look for JACK HALEY to commit himself to doing a video film series before the summer is out . . . EDDY ARNOLD has taken over the DINAH SHORE spot on NBC while DINAH takes off for the summer. Where to, however, even DINAH doesn't know. Probably weekends at Palm Springs, husband GEORGE MONTGOMERY's movie schedule permitting.

* * *

JIM BACKUS, featured with JOAN DAVIS in the I Married Joan series, is set for a number of theater and nightclub appearances during the summer . . . MARGARET and BARBARA WHITING may very well have a film series of their own in the works by early fall. Initial script has been written by none other than BOB CARROLL and MADELYN PUGH, who write I Love Lucy.

Chicago Teletype

TV's Week: WGN-TV thrush Jackie Van has been named "Miss San Marcos" by the 305 navy men on the *U.S.S. San Marcos.* Selected from 50 contestants, Jackie now becomes official pin-up girl for the ship.

Jackie Van

Milwaukee's Walter Damm, WTMJ-TV station manager, and his allies who have been raising a hullabaloo over running repeat shows during the summer, recently drew a volley from protesting producers. Said they: "Summer repeats are the lifeblood of the industry and any attempt to eliminate them would prove harmful to producers, networks and even stations."

WNBQ news commentator Clifton Utley is reported improving steadily although he's still allowed no visitors. Utley has been hospitalized since June 8.

Chicago's veteran radio actor Corny Peeples popped up in TV as Corny the Clown the other week replacing Nick Francis on *Time For Fun,* while Nicky was vacationing. Maybe this will lead to more TV appearances for little Corny.

Too Sunny for Stars: Hopalong Cassidy, one star who shines in daylight found Old Sol a more dangerous enemy than any Western rustler. Shooting on Cassidy TV series had to be postponed until July 20 while Hoppy recovered from sun stroke and heat exhaustion.

Advance Tips on Shows: Ambitious Jack Eigen turns up on WENR Sunday noon, July 19, to launch a half-hour informal chatter show. Eigen, who first arises at noon, will do the show clad in pajamas.

Ezio Pinza debuts as *I, Bonino* on NBC-TV Saturday, Sept. 12. *This Is Show Business* returns in a steady time slot in September at 8 p. m. Tuesdays. Both *Crime Syndicated* and *City Hospital* (which alternated at that time) have been dropped by the sponsors to make room for the variety-panel starrer.

Hopalong

Shows in the Works: Explosive Walter Winchell being considered as emcee of new show: *Backstage Reunion.*

Greg Ratoff set to star in new half-hour drama series as *Mr. Big.*

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ABC Television Network

FOR MEN ONLY

Izaak Walton Would Be Pleased

MOST video programs aren't designed to coax viewers outdoors, but a new WBBM-TV late-evening stanza is an exception. Frankly titled *For Men,* the show delves into such manly activities as fishing and hunting, neither obviously a parlor pursuit.

The new nightly telecast is the latest experiment locally with a five-minute session. As in the case of other pygmy programs, the show's budget is low and the format is simple. A personable guy named Art Mercier just palavers on his favorite subjects—fishing and hunting, particularly the first, since the fishing fever rages in summer.

A Patient Lot

Art, dressed in the most casual of togs, explains fishing techniques, demonstrates equipment and offers expert advice on where the finny creatures may be found. The show's tempo is quite slow, but fishermen, being a notoriously patient lot, probably don't mind.

Host Mercier even attempts to interest women in the sport by pointing out the scenic beauty of most fishing areas. He discourages the idea that such jaunts are too rough and rugged for ladies. Maps, pictures and facts on available accommodations are used in his travel talks.

Art Mercier practices what he preaches about fishing. He's been a dedicated angler since the age of five, and he's written widely for outdoor magazines. The only time his skill as a fishing expert was challenged came in an outing with his wife, Millie. Art took her to an Ozark lake for her first fishing trip. The result: Millie netted 23 bass; Art, only one!

This stocky, smiling and likeable fellow used politics for his springboard into radio and TV. Publicity work for Gov. Landon in Kansas, Art's home state, earned him a job on an Omaha, Neb. station in 1936. In 1938, he came to Chicago and stayed on at WBBM as a staff announcer. *For Men* is his initial video venture.

Tips for Novice Anglers

Feature of the new Mercier evening opus is the segment devoted to tips for novice anglers. Here are three prime bits of Art's fishing lore that maybe Izaak Walton didn't know:

1. Never stand up to start an outboard motor. Either sit or kneel on the rear seat to pull the starting cord.

2. Always carry rain gear on a fishing trip. A good raincoat may save you a soaking at a time when the fish are striking best.

3. When fishing with a minnow hooked through the lips and using no trailing hook, allow the fish a long, long time to take the bait.

For Men is seen at 10:25 p. m. Mon. through Fri. on WBBM-TV (channel 2).

Corduroy-coated Art Mercier tempts fishing fans with some shiny lures.

EMPLOYEES at Tribune Tower were nonplussed recently over a decree issued by WGN executives prohibiting them from Studio 5B in late mornings. Explained the powers-that-be: The area around the fifth floor television studio becomes mysteriously congested every day after a certain show. This adds to traffic hazards and general confusion. The area is off limits.

The core of the controversy centered around WGN-TV's morning cooking show and its two chefs, Alida Drake and John Zenker. Tempting odors from their daily preparations attracted not only station and newspaper employees, but also any and all visitors.

The two professional cooks, innocent of their roles in stirring up "mass riots," have since been limited to stirring the contents of a mixing bowl without benefit of the usual clean-up crew.

Their opposite fields of specialty have resulted, however, in a nicely-balanced cooking lesson on TV (10 to 11 a. m., Monday through Friday on WGN-TV).

The Main Course Expert

Alida is the main course expert, a jill-of-all-trades in basic culinary matters. Chicago born and bred, Alida developed an interest in food while still a youngster. This she inherited from her father, who insisted on accompanying every meal with a thorough discourse on the food's origin and preparation.

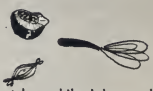
Holder of a B. S. degree in home economics from the University of Illinois, Alida was associated with the Peoples Gas Light and Coke Company for 13 years as a home economist. During the war she acted as wartime cafeteria manager for the Container Corporation of America. Today she also conducts cooking classes as "Martha Pepper."

John adds the final fancy touch to the show. Trained since his childhood in Germany's Bavaria to be a pastry chef, it was only logical that he should channel his talents toward elaborate cake decorations and pastry art.

John's American Career

John came to America—straight to Chicago—in 1923. For the past 15 years,

The A-Z



Alida watches while John applies finishing touches to his icing replica of Capitol.

Before: Tribune Tower employees converge on the A to Z kitchen at sampling time.

After: John, Alida and Elizabeth Rannells test specialties while discussing a show.

Approach to Cookery

THEIR FOOD NEARLY CAUSED A RIOT

he has served as pastry chef at such leading Chicago hotels as the Conrad Hilton, La Salle and Congress. He also operates his own Zenker School of Cake Decorating and recently authored a new book, "Artistic Cake Decorating From A to Z."

John's specialties run to a pretty elaborate extreme. His intricate designs in icing have included replicas of State Street, Queen Elizabeth's coronation crown, the Capitol building in Washington and the Taj Mahal. He's rumored to have squeezed enough icing out of tubes during the last year to more than cover the many miles of railroad throughout this country.

John and Alida met some 20 years ago when he was demonstrating the art of cake decorating at the Peoples Gas Co. where Alida worked. But it remained for an enterprising agent to combine their talents for TV consumption. They debuted with *A to Z of Cookery* on Jan. 5, 1953.

Fancy Titles for Dishes

The behind the scenes coordinator of the Drake-Zenker cooking duo is Elizabeth Rannells who worries, plans, conceives new ideas and gimmicks for the show in addition to penning the "Have You Heard?" column in the Chicago Sunday Tribune. It's Liz who dreams up titles to fit the themes of each show. For example: "Life With Father" for Father's Day dinner; "Stars And Stripes Forever" for Flag Day dinner; "Song of the Islands" for Hawaiian meals; "Anything Goes" for leftover days, and "Gemini Gemini" for a June birthday party. For these duties, Liz' most prized prop is her almanac.

Like all cooks, John and Alida get a kick out of cooking. But they'll be happier yet when that "off-limits" ban is lifted from their kitchen. And, for that matter, so will the Tribune Tower employees.

MANTLE STRIKES OUT —ON TV

by JACK MABLEY

Reflections on a TV Tube:

Mickey Mantle may be the world's greatest baseball player but he's also just about the world's worst television actor. Before the camera, he's self-conscious and out of his element. Mantle, Allie Reynolds, Sal Maglie and most of the other ball players look like oafs on TV. It's unfair to them to put them on exhibition. It's comparable to taking Robert Montgomery or John Cameron Swayze and putting them into major league ball games.

Some of the nation's television stations are complaining to the networks about the repeat shows given them during the summer. We hope the stations win the fight and get rid of the repeaters. Very few movies are worth seeing twice, and not one TV show in a hundred is worth it.

The first show on the General Electric summer series was a rerun of last year's first summer movie. A fine film, but you feel gypped on the repeat.

If there must be quiz shows (and there must be) *Masquerade Party* is one of the most painless, largely because of a better-than-usual panel. Ogden Nash is on it, and pretty Buff Cobb, Ilka Chase and Peter Donald. (They all sound pretty dumb—when you know the answer they're seeking.)

Color Television

I don't know when color television will be put into commercial use—two years, or three or four—but when it starts, it will catch on very fast. Viewers simply won't be happy with black and white after seeing color on a friend's set. It's a much greater improvement over monochrome TV than color movies are over black and white films. It also gives a depth to the pictures.

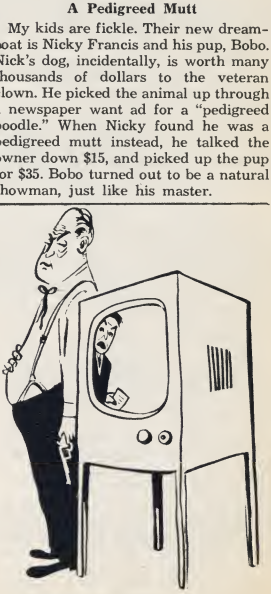
It's strange why the company which pays millions for the *Comedy Hour* for 39 weeks of the year let's its name be associated with as cheesy a piece of television as the *Big Payoff*. It's one long commercial.

And while we're on the subject, *This Is Your Life* still ruins the last five minutes with cheap plugs for the companies that take care of their guests' transit, housing, and presents.

Might as well stay on the subject. Of all the smug, obnoxious commercial announcers on television, none can match the lipstick salesgirls (and boys). I'm not against commercials—I just like 'em painless. No superlatives. No harsh irritants. Information.

A Pedigreed Mutt

My kids are fickle. Their new dreamboat is Nicky Francis and his pup, Bobo. Nick's dog, incidentally, is worth many thousands of dollars to the veteran clown. He picked the animal up through a newspaper want ad for a "pedigreed poodle." When Nicky found he was a pedigreed mutt instead, he talked the owner down $15, and picked up the pup for $35. Bobo turned out to be a natural showman, just like his master.



—and now for the uh-h . . . com-m-mercial

Dear Boss:

As you can plainly see from the postmark on the envelope, I am writing this from Wagon Wheel Gap, Colorado. That's the most authentic source I could find to solve the great TV mystery: "Why Do Stagecoach Wheels Turn Backward on TV?"

I was hot, tired, dusty and side-saddle sore when I pulled rein on Old Paint (I'm trading him in on a New Paint Job, soon as I get home) and dismounted in front of this thin-lipped, thin-hipped, and (as it turned out) thin-script cowhand.

I came right to the point and said "How come all your wagon wheels turn backwards on TV?" A sneer curled his thin lips and a thin-fingered hand snaked across his thin right hip: "Who says so?"

"Why everybody in Chicago who ever saw a TV cowboy show knows that..." I stopped suddenly.

In fact it was ridiculous to continue because I'd changed my mind already. Glancing casually into the open barrels of a pair of Colt 45's, I was completely convinced I'd been wrong all this time. It's just a feller's imagination that makes him think TV wagon wheels roll backward.

But my western trip wasn't fruitless after all. You know how I've been complaining about the dregs-level of TV writing? To me, acting, directing, scenic effects, and production as a whole are on the average far above the level of writing. Well, where are America's great writers? Just drive West, young man, and you'll see for yourself, as I did.

"We're widely read and
often quoted
"But it's for shaves not
signs we're noted"

Chub.

PROFESSIONAL TV SERVICE

CHICAGO

west

EXPERT RADIO & TELEVISION SERVICE
321 N. Laramie — ES 8-0656—AU 7-9181

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FRITZEL RADIO & TV LABORATORIES
454 W. North Ave. — MIchigan 2-7100

northwest

FOSTER DAY & NIGHT TELEVISION SERVICE
2922 N. Milwaukee — HUmboldt 9-0911

ACE DAY & NIGHT TELEVISION SERVICE
4766 N. Milwaukee — SPring 7-5110

north

FAST RADIO DISPATCHED DAY-NITE SER.
1409 W. Irving Pk. — EAstgate 7-4120

CRITTENTON RADIO & TELEVISION CO.
4740 N. Broadway — LOngbeach 1-2250

FRITZEL RADIO & TV LABORATORIES
1139 W. Wilson Ave. — LOngbeach 1-0002

CHAMBERS RADIO AND TELEVISION
3546 N. Ashland Ave. — GRaceland 7-2844

GENERAL APPLIANCE SERVICE CO.
2224 Devon Ave. — ALbany 2-4170

southeast

SOUTHSHORE DAY & NIGHT TV ENGS.
1977 E. 73rd St. — NOrmal 7-0126

FAST RADIO DISPATCHED DAY-NITE SER.
6321 S. University Ave. — MIdway 3-9111

south

MASTER SERVICE CO.
1153 E. 82nd St. — SOuth Shore 8-9282

HOLLYWOOD TELEVISION CO.
4715 S. Parkway — ATlantic 5-8416, 7, 8

southwest

FAST RADIO DISPATCHED DAY-NITE SER.
1805 W. 95th St. — CEdarcrest 3-4677

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Lightning Dude Ranch
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INTERNATIONALLY FAMOUS TRICK COWPONY
Beautiful Bass Lake, Indiana

A SUMMER RANCH FOR BOYS AND GIRLS 6 TO 15 YEARS

MR. AND MRS. CED. I. WHITE
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Phone Knox 5281
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R. R. 9 KNOX, INDIANA

Mr. Robert A. Kubicek
Director of Advertising
TV Guide Magazine
185 N. Wabash Avenue
Chicago 1, Illinois

Dear Mr. Kubicek:

This is a note of appreciation for the fine results that we have obtained from advertising in your publication. I am enclosing a check for the amount of the advertising.

Many of the visitors who frequent the ranch have stated that they saw the advertisement in your magazine. Needless to say we shall be with you again next spring.

Sincerely,

Ced White

Ced White

For advertising rates,
national or local, call:
WAbash 2-0366
Advertising Division,
TV Guide Magazine

SPORTSCAST

by ED PAZDUR

PERSONABLE JIM MORAN, world's leading *Hudson* dealer, will provide sleek new *Hudsons* to shuttle TV stars to and from TV GUIDE'S 3rd Annual Celebrity Golf Tournament next month. A golf bug himself, **Moran** doggedly played in a heavy downpour during last year's outing. He strolled into the clubhouse drenched to the skin, caught a severe cold and missed his TV show that night.

TV GUIDE'S defending champion **Bill Bailey** will be hard pressed by **Danny O'Neil** and **Alex Dreier**, both of whom shoot in the low 70's. It will be **Dreier's** first attempt at GUIDE'S golf title... TV GUIDE'S 1953 champion will represent Chicago at the National Celebrity Golf Tournament in Columbus, Ohio, August 17th.

Moran

The **Chicago Black Hawks** plan to move their training site from Pembroke, Ont., to either Belleville or Brockville, Ontario...Activity around the Hawk front office indicates a big player deal between Chicago and Detroit is in the offing. It may break as this column goes to press.

Bill Wright of the hustling **Wright & Campbell** agency phones to announce a new (ugh!) wrestling show over WGN-TV every Wednesday night. Based on film and entitled *"Ringside With Rasslers,"* it debuts this week with **Jack Little** handling commentary.

Ernie Simon, unpredictable as ever, turns sportscaster with a new daily sports show over WGN...**Bill Davis**, handsome Wicker Park Golf Pro in Munster, Indiana is reportedly considering a TV show featuring golf lessons.

For exciting Stock Car Races, join Bob Drews and Ed Pazdur 10 pm Sundays, WBBM-TV.

TV SPORTS GUIDE

(For details, see daily program listings.)

SATURDAY

1:30 9 Baseball—Sox vs. Washington
7:30 7 Bowling from Detroit—Fred Wolfe
8:00 7 Boxing from Boston—Bill Stern
8:30 9 Wrestling from Marigold

SUNDAY

1:30 9 Baseball—Sox vs. New York
10:00 2 Stock Car Races from Soldier Field
10:30 7 Wrestling on Film

MONDAY

7:00 9 Boys' Major League Baseball from Thillens Stadium—Jack Brickhouse
8:30 9 Boxing from Eastern Parkway, Brooklyn

TUESDAY

8:00 7 Stock Car Races from 87th St. Speedway
11:00 5 Harness Racing from Chicago Downs

WEDNESDAY

1:30 9 Baseball—Sox vs. Boston
8:00 9 Wrestling on Film—Joe Little
8:30 7 Wrestling from Rainbo
9:00 2 Boxing from Chicago

THURSDAY

1:30 9 Baseball—Sox vs. Boston
8:00 9 Stock Car Races from Willow Springs
11:00 5 Harness Racing from Chicago Downs

GENERAL TV
PROMPT HOME SERVICE
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BONDED ELECTRONIC ENGINEERS
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AL. 2-2479
SOUTH
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FA. 4-8422

"You're from Chicago? That's where they do those low budget shows, isn't it?"

Drama highlights: Friday's programs feature *Summer Theater* at 7:00 starring Vincent Price and Joan Leslie in psychological melodrama. Merle Oberon on *Playhouse of Stars*, and Diana Lynn and Dick Haymes co-starring on *Footlights Theater* in amusing story of a young bride. . . . Saturday evening brings handsome Ronald Reagan in "A Job For Jimmy Valentine," about a debonair safecracker, on *Medallion Theater* at 9:00.

Dick Haymes

Interesting guests: *Larry Storch* presents Jane Froman Saturday night. . . . Ted Lewis and Connie Russell on Sunday's *Toast of the Town*. . . . Comedian Roger Price visits *Nothing But the Best*, and it's Joan Caulfield's life story at 8:30 on channel 5, both on Tuesday. . . . Margaret Truman on *Candid Camera* Wednesday evening.

Public Interest: America's third National Boy Scout Jamboree will be telecast Saturday night at 8:00 on channel 2.

. . . A program on the crimes in our city begins Friday at 9:00 on channel 7. Policemen will be questioned on the previous day's events.

MOLLYCUES

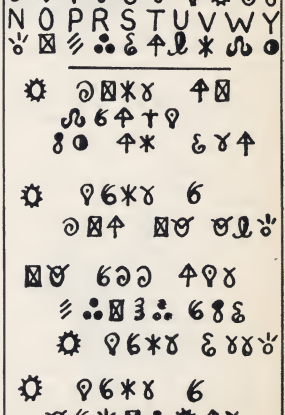
by MOLLY POTKIN COPYRIGHT 1953

Boys and girls, do you like to work code messages? Here's one you should like very much. The symbols stand for letters, as shown in the section above the message. When you work out the wording correctly, you'll have a poem. Write it out on a separate paper and tell what your favorite TV program is. Then mail your entry to Mollycues, c/o TV GUIDE, 731 S. Plymouth Ct., Chicago 5, Ill. before Monday, July 27. First prize will be $1; second prize, 50 cents; next 25, a copy of Molly's big picture puzzle book. You can buy this book by sending 35 cents to the above address.

Solution to the code puzzle will appear here next week. Last week's answer was *The Happy Pirate.*

June 12 Mollycue Winners

Charles Anderson, Kenosha, Wis.; Koren Bachman, Michigon City, Ind.; Judy Callon, Chicago; Kenneth Carden, Chicago; Lorry Elders, Grand Rapids, Mich.; Judy Former, Hendley, Ill.; Carol Frisby, Johnsburg, Ill.; Thomas Glunz, Chicago; Dawn Gordon, Elmhurst, Ill.; Martin Hansen, Gary, Ind.; Carol Hedtcke, Joliet, Ill.; Dorothy Klug, St. Joseph, Mich.; Eugene Kuehner, Carpenterville, Ill.; Jean Lindemonn, Downers Grove, Ill.; Karen Lundgren, Maywood, Ill.; Carolyn Pyle, Glen Ellyn, Ill.; Dick Rapplege, Park Ridge, Ill.; James Schmid, Chicago; Pupsie Schneider, Lambord, Ill.; Rolph Scott, New Lenox, Ill.; Harry Seyfert, Chicago; Carolyn Skinner, Fennville, Mich.; Sharon Stewart, Chicago; Lindie Strieburg, Chicago; Richard Teigland, Waukegan, Ill.; Larraine Tisdale, Chicago; Frances Wozniak, Danville, Ill.



Please address all letters to Managing Editor, c/o TV GUIDE, 731 S. Plymouth Court, Chicago 5, Ill.

Germ Warfare

With reference to a letter in the June 26th issue of TV GUIDE, I would like to disagree with J. O. Gibbs. I'm sure that Mr. Gibbs in his lifetime has come in contact with more germs than Garry could ever possibly plant on the ice cubes he handles in his commercials on the Godfrey show.—*Mrs. Wilma Schab, Chicago.*

Another Volley At Chub

Form the firing squad for Chub McCarthy again. To quote: "Liberace, for instance, makes me think of a nice big dish of prune whip." Chub probably doesn't know the difference between a violin and a piano. Chub reminds me of a crushed prune.—*Kenny Gand, Chicago.*

Long On Commercials

I have never complained before about long commercials, but now I'm burned up. Last night I watched *Heart of the City*, a very exciting play. The lumber company that sponsored the show ran their commercials so long that the show went off the air before it was finished. As far as I am concerned, the half-hour was a total loss.—*Mrs. R. D. Shanker, Palos Park, Ill.*

Eye-Opener

Hope Dave Garroway stays on his early morning broadcasts. We enjoy his program very much. The world news plus the weather reports plus Dave's smile add up to a good eye-opener. I'm writing this for 12 families.—*Mrs. E. H. Baum, Brookhaven, Ga. (For facts on Dave's future, see July 10 issue.—Ed.)*

Going To Pot?

What's wrong with "Two-Ton" Baker? He must not be seeing well. On a recent show, he said at the end of a Ko-Ko cartoon that Ko-Ko was going in the ink well, but he went in the pen instead.—*Patricia Sadowski, Racine, Wis.*

Hairy Jerry

After watching Jerry Colonna substitute for Arthur Godfrey, we all agreed his mustache disguised his age. My boy friend and I made a bet on how old Jerry is. No one could accurately tell us. Please—what is his age?—*Joyce Krenek, Cicero, Ill. (Jerry is 48 years old, married and has a 12-year-old son who also doesn't shave.—Ed.)*

Not Moved By Van

I think Jay Jackson on *Twenty Questions* is splendid but that Vandeventer and his wife are horrid. They are sarcastic and want to run the whole show. What about some new faces on this nice program? Johnny (McPhee) is fine, but that pair—Van and Florence—are awful. —*Webber Family, Chicago.*

Where Men Are Men

Of all the Westerns I have seen, the one I like best is *Action in the Afternoon*. In all the others, the comedy isn't funny and the heroes are always kissing girls or shooting down bad men. But *Action in the Afternoon* has good comedy and is very interesting all around.—*Julie Sara, Evanston, Ill. (Moral: Go West, young fan.—Ed.)*

Pulling For Dragnet

I have seen many articles in TV GUIDE about Lucy and Desi and Arthur Godfrey but with the exception of your fine story in the April 10 issue, there has been little written on the nation's third most popular show—*Dragnet*, and the man who made it outstanding, Jack Webb. I hope that henceforth *Dragnet* and Mr. Webb will be written about as much as they are talked about by their 38 million faithful viewers, myself included.—*Virginia Duffy, Oak Park. (See the Dragnet dictionary in June 3 issue, page 10.—Ed.)*

TV Movie GUIDE

Use this department to plan your entire week's TV movie viewing

FRIDAY

1:00 9 "CHEROKEE FLASH"
Western adventure tale.

1:15 7 "DEFENDERS OF THE LAW"
Exploits the police work involved in catching racketeers. Catherine Owen.

3:00 7 "SING AS YOU SWING"
A musical revue with Evelyn Doll.

3:00 9 "RAW TIMBER"
A ranger in the forest service is assigned the job of seeing that lumber company gluttons don't overcut. Tom Keene and Peggy Keys.

3:30 2 "THE SHADOW"
A dim-witted nuisance tries to help Scotland Yard run down a blackmailing murderer. Henry Kendall and Elizabeth Allen.

4:00 7 "LONE AVENGER"
Western with Ken Maynard.

7:00 9 "SHE MARRIED A COP"
Comedy about a policeman who is signed up for a "romantic" lead, because of his voice. Phil Reagan and Jean Parker.

10:00 9 "SIX MEN"
Scotland Yard attempts to trap six business men in London. Harold Warrender.

11:45 9 "Shadows Over Shanghai"
An American newspaperman and an agent of the Chinese government meet harrowing adventures at the hands of a pair of international crooks. James Dnnn.

12:00 2 "POT OF GOLD"
Dance band practices their programs on the roof of a boarding house. Jimmy Stewart and Paulette Goddard.

12:00 7 "IT HAPPENED TOMORROW"
A cub reporter has the advantage of writing his stories the day before they happen. Dick Powell and Linda Darnell.

SATURDAY

9:00 a.m. 7 "SWIFTY"
Western adventure with Hoot Gibson.

11:30 a.m. 7 "LI'L ABNER"
It's Sadie Hawkins Day and Li'l Abner is still trying to escape being caught by Daisy Mae. Granville Owen and Martha O'Driscoll.

12:00 9 "DANGEROUS INTRUDER"
A girl becomes involved with a maniac when a minor accident causes her to become a convalescent guest in his house. Richard Powers and Veda Ann Borg.

12:30 2 "CRIME PATROL"
A prize fighter joins the police force. Ray Walker and Geneva Mitchell.

1:00 7 "SUNSET CARSON RIDES AGAIN"
Western adventure with Buster Crabbe.

1:30 2 TITLE NOT AVAILABLE

2:00 7 "HANGMEN ALSO DIE"
Depicts the courageous spirit of the Czechs, and the working of their underground. Brian Donlevy and Walter Brennan.

4:00 5 TITLE NOT AVAILABLE

4:00 7 "BRAND OF THE DEVIL"
Western adventure story.

4:00 9 "BILLY THE KID'S SHERIFF OF SAGE VALLEY"
Billy turns straight to help clean up a gambling casino. Buster Crabbe.

5:00 5 TITLE NOT AVAILABLE

5:30 2 "SINGING BUCKAROO"
Western adventure tale.

6:30 7 "TANKS A MILLION"
A draft recruit's exceptional memory gets him in and out of trouble in training camp. William Tracy and James Gleason.

7:00 9 "HEART OF THE ROCKIES"
A "Three Mesquiteers" Western with Robert Livingston and Ray Corrigan.

10:00 2 "HER ENLISTED MAN"
A beautiful, spoiled daughter of an army general thinks she is in love with a Communist. Barbara Stanwyck and Robert Young.

10:00 5 TITLE NOT AVAILABLE

10:00 7 "THE PAY OFF"
A newspaperman sets out to clean up civic corruption. Lee Tracy and Tom Brown.

11:30 7 "WESTLAND CASE"
At the last minute a detective is hired to save an innocent man from execution. Preston Foster and Carol Hughes.

12:00 2 "TIMBER WAR"
Lumberjacks battle against a setting of falling timber and wood-cutting. Kermit Maynard and Lucille Lund.

12:15 7 "CHEERS FOR MISS BISHOP"
A mid-western school teacher, her burdens and sacrifices for her vocation. Martha Scott and William Gargan.

SUNDAY

10:00 a.m. 7 "ACES WILD"
Western adventure with Harry Carey and Gertrude Messinger.

10:00 a.m. 9 "GAS HOUSE KIDS"
Kids attempt to aid a wounded veteran finance a chicken farm. Robert Lowery.

10:30 a.m. 5 "HOOSIER SCHOOLBOY"
Son of shell-shocked war hero, now a drunk, has difficulties in getting along with his schoolmates. Mickey Rooney.

10:45 a.m. 7 "TOLL OF THE DESERT"
Western adventure.
12:00 9 "RIDIN' THE LONE TRAIL"
Western adventure.

12:30 2 "THUNDER RIVER FEUD"
Range Buster Western with a group of riff-raff causing a range war. Ray Corrigan.

1:30 2 "BORN TO FIGHT"
A young prize fighter wins a few bouts and then decides to desert his manager. Frankie Darro and Kane Richmond.

1:30 5 "BLOCKADE"
Daughter, who aids her international spy father, falls in love with a young peasant, and repents upon seeing the terror of war. Madeleine Carroll and Henry Fonda.

3:00 2 "WHEN KNIGHTS WERE BOLD"
A young army subaltern unexpectedly falls heir to an ancient title, a medieval castle, and a group of starchy relatives. Jack Buchanan and Fay Wray.

6:30 7 "BACK ROOM BOYS"
Amusing spy comedy coupled with intrigue and suspense. Arthur Askey and Googie Withers.

6:30 9 TITLE NOT AVAILABLE

9:00 9 "THE STRANGE MR. GREGORY"
A magician poses as his own brother. Edmund Lowe and Jean Rogers.

10:00 9 "MONSIEUR MURDERER"
The French police hunt a clever, sadistic murderer. Raymond Souplex and Robert Berri.

10:30 2 "ANGELS WITH BROKEN WINGS"
A group of youngsters try every antic possible to prevent a marriage. Binnie Barnes and Sidney Blackmer.

11:00 5 "SPY TRAIN"
A traveling bag containing a time bomb, but thought to contain secret Nazi documents, is sought by many people. Richard Travis and Catherine Craig.

12:00 2 "BADGE OF HONOR"
Romance of a wealthy publisher's daughter and an aspiring reporter is complicated by a rival paper. Buster Crabbe and Gloria Shea.

12:00 7 "BROKEN MELODY"
An escaped convict's epic story of Devil's Island. Merle Oberon and John Garrick.

MONDAY

1:00 9 "FOUND ALIVE"
Document of human and animal passions filmed along the banks of the Rio Grande with a jungle background. Barbara Bedford and Maurice Murphy.

1:15 7 "KELLY THE SECOND"
A girl becomes a boxing trainer. Patsy Kelly and Maxie Rosenbloom.

3:00 7 "THIRD ALARM"
Human interest tale about fire fighters. Anita Louise and James Hall.

3:00 9 "THEY'LL NEVER SURRENDER"
Mystery adventure.

3:30 2 "MEET THE NAVY"
A musical revue is gradually built up and whipped into shape during a coast-to-coast Canadian tour. Lionel Murton and Margaret Hurst.

4:00 7 "FEUD OF THE WEST"
Hoot Gibson Western.

6:45 7 "SWISS MISS"
Laurel and Hardy comedy.

8:00 7 "NOTORIOUS, BUT NICE"
Heart-broken girl driven away from the man she loved, and into the arms of the king of the underworld. Marian Marsh and J. Carroll Naish.

10:00 9 "TOUGH ASSIGNMENT"
Reporter and his wife write an expose about a gang engaged in the sale of uninspected meat. Don Barry and Marjorie Steele.

11:00 5 "ARMY WIVES"
Red tape and Army discipline almost prevent a soldier and his girl from getting married. Elyse Knox and Marjorie Rambeau.

12:00 2 "FOR VALOR"
During a war in Africa a cockney soldier saves the life of a monocled Major who tries to get him a medal. Tom Walls and Ralph Lynn.

12:00 7 "JOURNEY TOGETHER"
Tribute to the men who took the raw material and molded it into a good air force. Edward G. Robinson and Sgt. Richard Attenborough.

TUESDAY

1:00 9 "MUTINY AHEAD"
A stolen necklace leads to sunken treasure and mutiny on the high seas. Neil Hamilton and Kathleen Burke.

1:15 7 "PACK UP YOUR TROUBLES"
Stan Laurel and Oliver Hardy comedy.

3:00 7 "SEA DEVILS"
Chief mate in the coast guard resents the attentions a young seaman is showering on his daughter. Victor McLaglen and Ida Lupino.

3:00 9 "STEPCHILD"
A mother is torn between her children and her career. Brenda Joyce and Donald Woods.

3:30 2 "STRANGER AT MY DOOR"
Simple people with misplaced confidence, loyalty, affection, thievery, and murder. Valentine Dyall and Agnes Bernelle.

4:00 7 "FRONTIER JUSTICE"
Western with Hoot Gibson and Jane Barnes.

7:00 7 "MYSTERIOUS RIDER"
Western with Buster Crabbe.

10:00 7 "TRAIL OF THE YUKON"
Western adventure with Kirby Grant.

10:00 9 "SHARK GOD"
Many deaths occur in the pursuit of black pearls reputed to be the eyes of a native god. Don Randall and Devera Burton.

12:00 2 "TRANSATLANTIC MERRY-GO-ROUND"
Comedy aboard an ocean liner with a dance band tripping up the efforts of two thieves to hide from the police. Jack Benny and Nancy Carroll.

12:00 7 "MURDER AT GLEN ATHOL"
A vacationing G-Man seeking peace in the country meets his toughest assignment. Henry Hull and John Miljan.

(Continued on page A-15)

Morning Programs

FRI • MON • TUE • WED • THUR

2 WBBM-TV • **5** WNBQ • **7** WBKB • **9** WGN-TV

6:45 5 EVERETT MITCHELL—Talks

7:00 5 TODAY—Reports & Interviews
Mon: Earl Godwin reports the news from Washington. Also, a glass-blowing session.
Tues: "How to keep cool during the summer."
Wed: "Bubble House," modern architecture. Guest, architect Elliot Noyes.
Thurs: Fashions in hats with Robin Chandler.

9:00 2 WHEEL OF FORTUNE—Quiz
Friday only. Todd Russell emcee.
2 ARTHUR GODFREY & FRIENDS
Mon. thru Thurs: Robert Q. Lewis subs for Arthur Godfrey.
5 DING DONG SCHOOL
9 PAUL FOGARTY—Exercises
Fri: Exercise while motoring.
Mon: Let's get back to the "one chin" idea.
Tues: Streamlined shoulders and arms.
Wed: A sure-fire exercise for everyone.
Thurs: Exercise to co-ordinate the mind and muscles.

9:30 5 GLAMOUR GIRL—A Contest
A lady selected by the audience, is brought back the following day, after the full glamor treatment, to be interviewed by Harry Babbitt.
7 CARTOONS—Fun for Kids
9 MOVIE—Serial For Kids
Fri: "Hawk of the Wilderness part 5.
Mon.-Thurs: Title not available.

9:45 7 BEULAH KARNEY PRESENTS
Fri: A salad to fit the personality.

10:00 2 FRANK REYNOLDS—News
5 HAWKINS FALLS—Serial
Fri: News travels much too fast for two people in town.
Mon: Dr. Corey doesn't keep a date with Lona for a very good reason.
Tues: An idea is born and a plan is hatched concerning Lona's future.
Wed: Everything starts to fall in line in Corey's long range plan.
Thurs: A very unusual dinner.
9 A TO Z OF COOKERY—Tips
Fri: Meal for week-end with guests.
Mon: "Off to a good start."
Tues: After dark spreads.
Wed: Easy foods for small preparation spaces, such as a boat.
Thurs: A backyard barbecue.

10:05 2 I'LL BUY THAT—Panel Quiz
Mike Wallace emcees.

10:15 2 BETTY FURNESS—Interviews
Thursday only.
Betty interviews a guest celebrity.
5 THE BENNETTS—Serial
Fri: The sparkle of a diamond ring sheds light on a case.
Mon: The night before the start of the trial is a restless one for all concerned.
Tues: An offer to help Burt Wells comes close to ruining his chances for freedom.
Wed: Wayne Bennett is prevented from building his defense by his own client.
Thurs: Mike Bennett serves his father the wrong dinner.

10:30 2 STRIKE IT RICH—Quiz
Warren Hull is emcee on this "helping hand" quiz game.
Fri: Guest, Jack Russell.
5 MRS. U.S.A.—Film Shorts
7 ED ALLEN—Exercises
Fri: The best for the bust line.
Mon: Bust line exercises.
Tues: Walk correctly.
Wed: "Hip bounces."
Thurs: "Tummies aweigh."

10:50 7 FRED KASPER—Weather
Fred subs for Wayne Griffin.

10:55 7 ULMER TURNER—News

11:00 2 BRIDE AND GROOM—Wedding
John Nelson interviews the couple and Phil Hanna sings an appropriate hymn.
5 FRANCOIS POPE—Recipes
Fri: Scallops, Louisiana and brunch salad.
Mon: Chicken tetrazzini.
Tues: Beef mandarin style and French meringues.
Wed: Cartwheel grape juice salad mousse and barbecued short ribs.
Thurs: Buttermilk doughnut balls and chop suey.
7 BREAKFAST WITH O'NEIL
Music, interviews and games.
9 MOVIE—Film cut to ½ hour.
Fri: Title not available.
Mon: "Phantom Pass."
Tues: "Riding Double."
Wed: "Fighting Through."
Thurs: "Lawless Valley."

(continued on next page)

(Continued from page A-13)

WEDNESDAY

1:15 7 "SCHOOL FOR DANGER"
A semi-documentary story about the British espionage system. Jacqueline Hearne and Capt. Harry Lee.

3:00 7 "STAIRWAY TO A STAR"
An actor's agent helps a girl get a start in show business. Cornel Wilde and Dennis Brent.

3:30 2 "THE LAD"
A youngster freed from prison finds it difficult to go straight. Geraldine Fitzgerald and Gordon Harker.

4:00 7 "GHOST TOWN"
A stranger gets in the way of some crooks out to rob a mine. Harry Carey and Ruth Findlay.

9:00 7 "LADY IN THE DEATH HOUSE"
Girl is accused of the murder of a man who was blackmailing her. Jean Parker and Lionel Atwill.

10:00 7 "BLOCK BUSTERS"
A wealthy boy becomes a member of a street gang to learn the American way of life. Leo Gorcey, Huntz Hall, Gabriel Dell, Billy Benedict.

10:00 9 "BLACK DRAGONS"
A man is turned into a monster by the injection of a drug. Bela Lugosi.

11:00 5 "UNDERCOVER AGENT"
A railway postal clerk gets in trouble for carrying his gun when he's not on duty. Russell Gleason.

12:00 2 "MELODY LINGERS ON"
An Italian opera singer in the Army in 1917 meets and falls in love with an American girl. Josephine Hutchinson and George Huston.

12:00 7 "BELOW THE DEADLINE"
A police officer accused of murder, changes his face with plastic surgery. Cecelia Parker and Russell Hopton.

THURSDAY

1:15 7 "CAPTAIN CALAMITY"
The captain of a schooner pretends to know where the vast Spanish treasure is buried. George Huston and Marian Nixon.

3:00 7 "MURDER AT MIDNIGHT"
Murder becomes a reality during a game of charades. Alice White and Hale Hamilton.

3:30 2 "RIGHT AGE TO MARRY"
A Lancashire mill owner is lured into high society with unhappy results. Frank Pettingell and Joyce Bland.
4:00 7 "FIGHTING MUSTANGS"
Sunset Carson Western.

7:00 9 "HOMESTEADERS OF PARADISE VALLEY"
Red Ryder struggles to keep a gang of crooks from destroying a water supply. Allan Lane and Bobby Blake.

8:00 7 "SONS OF STEEL"
Labor's struggle for a fair deal. Charles Starrett and Polly Ann Young.

9:00 7 "DON'T TRUST YOUR HUSBAND"
A jealous wife, suspicious of her husband's attentions to an attractive client, attempts to teach him a lesson. Fred MacMurray and Madeleine Carroll.

10:00 9 "HEARTS IN BONDAGE"
A man is discharged from the Navy for refusing to carry out an order. James Dunne and Mae Clark.

11:00 9 "SEARCH FOR DANGER"
Falcon mystery where a gambler absconds with $100,000. John Calvert and Albert Dekker.

12:00 2 "UNDER SECRET ORDERS"
Ann Marie Lesser, one of Germany's most clever agents, and her activities. Dita Parlo and John Loder.

12:00 7 "GHOST WALKS"
An escaped lunatic captures several actors as they attempt to put a play into production. John Miljan and June Collyer.

Morning Programs

(continued from preceding page)

11:15 2 LOVE OF LIFE—Serial
Mon: Alex Crown's reactions to Jill's presence indicate that she may not be lying.
Tues: Vanessa promises to supply Jill with action.
Wed: Alex hopes desperately that he can stall a little longer.
Thurs: Alex Crown neither denies or confirms the story.

11:30 2 SEARCH FOR TOMORROW
Fri: Joanne begins to believe in moon-madness.
Mon: Joanne and Arthur both search for help.
Tues: Patti tries to understand.
Wed: Arthur and Joanne meet.
Thurs: Arthur reads a letter.

9 STEVE FENTRESS—News

11:45 2 GUIDING LIGHT—Serial
Mon: Bert rapidly reaches the breaking point.
Tues: Bill continues to build castles in the air; this time with a woman.
Wed: Gloria (Ann Burr) encourages Bill to stop drinking.
Thurs: Bert threatens to walk out.

9 EARL NIGHTINGALE—Chats

11:55 7 ULMER TURNER—News

HOWDY
4:30 P.M. (5)

Friday

JULY 17

MORNING PROGRAMS ON PAGE A-14

12:00 2 LUNCHEON WITH BILLY
Music session with Billy Leach.
5 NOONTIME COMICS
Johnny Coons narrates a film.
7 HAPPY PIRATES—Kids' Fun
Dick "Two Ton" Baker emcee.
9 HI LADIES—Jack Payne
Interviews with the gals.
12:25 2 LEE PHILLIP SHOW—Tips
Fashion news for the gals.
12:30 2 GARRY MOORE SHOW
Guests, Marian MacPartland, pianist, and "The Globetrotter," dog act. Entire company offers a travesty on "Figaro."
5 ANIMAL PLAYTIME—Kids' Fun
Win Stracke plays his guitar.
7 TIME FOR FUN—Nick Francis
Kids fun with Nicky and Bobo.
12:45 9 BASEBALL WITH THE GIRLS
Jack Brickhouse interviews players' wives.
12:55 7 ULMER TURNER—News
1:00 2 DOUBLE OR NOTHING—Quiz
Bert Parks is quiz-master.
5 BOB & KAY SHOW—Chats
Chatter with Bob Murphy and Kay Westfall, and human interest stories.
7 MOVIE QUICK QUIZ—Game
Art Hillyer emcee.
9 "CHEROKEE FLASH"
MOVIE—Western adventure tale.
1:15 7 "DEFENDERS OF THE LAW"
MOVIE—Exploits the police work involved in catching racketeers. Catherine Owen, Edmund Breeze, and Mae Busch.
1:30 2 LINKLETTER'S HOUSEPARTY
A special guest will be announced.
2:00 2 BIG PAY OFF—Quiz Game
5 BREAK THE BANK—Quiz
Bud Collyer emcee.
9 PAUL DIXON SHOW—Music
Pantomimes with Paul, Wanda Lewis, and Sis Camp
2:25 7 ULMER TURNER—News
2:30 2 ACTION IN THE AFTERNOON
Western drama.
5 WELCOME TRAVELERS—Chats
7 "LADY IN THE MORGUE"
MOVIE—Cut to ½ hr. Death stalks those who seek the body of a murder victim. Preston Foster.
3:00 2 SHOPPING WITH O'RILEY
5 ON YOUR ACCOUNT—Variety
7 "SING AS YOU SWING"
MOVIE—A musical revue.
9 "RAW TIMBER"
MOVIE—A ranger in the forest service is assigned the job of seeing that lumber company gluttons don't overcut. Tom Keene and Peggy Keys.
3:15 2 MUSIC COUNTER—Tune Time
3:30 2 "THE SHADOW"
MOVIE—A dim-witted nuisance tries to help Scotland Yard run down a blackmailing murderer.
5 LADIES CHOICE—Variety
3:55 7 ULMER TURNER—News
4:00 5 ATOM SQUAD—Adventures
The concluding chapter of "The Plot To Melt the North Pole."
7 "LONE AVENGER"
MOVIE—Western with Ken Maynard.
4:15 5 GABBY HAYES SHOW—Film
4:30 5 HOWDY DOODY SHOW—Fun
4:45 9 TIME FOR BEANY—Puppets
5:00 2 GARFIELD GOOSE & FRIEND
Movie star Claude Rains tells the recorded Bible story of "Noah's Ark," as the Magic Drawing Board supplies the pictures.
5 ELMER, THE ELEPHANT
7 ANGEL CASEY—Films
9 WATCH TO WIN—Quiz Game
5:15 7 ROOTIE KAZOOTIE—Puppets
5:30 2 GENE AUTRY TIME—Film
5 KIDS KARNIVAL KWIZ—Film
7 BOB ATCHER—Serial Film
"The Drifter" chapter 5.
9 ROBERT F. HURLEIGH—News
5:45 9 CURBSTONE CUT UP—Chats
5:50 5 JACK ANGELL—News
6:00 2 BOB ELSON—Sports
5 CLINT YOULE—Weather
7 ULMER TURNER—News
9 CAPTAIN VIDEO—Adventures
Captain Video and Warro explore a seemingly deserted city.
6:05 5 ALEX DREIER—News
6:10 5 JOE WILSON—Sports
7 JACK DREES—Sports
6:15 2 JULIAN BENTLEY—News
5 DORSEY CONNORS—Travel
Dorsey discusses Lake Geneva, Wis.
6:20 5 TONY WEITZEL—Comments
6:25 7 WAYNE GRIFFIN—Weather
6:30 2 DOUGLAS EDWARDS—News
5 EDDIE FISHER SHOW—Music
Guest, Gisele MacKenzie, Capitol recording star.

BERG
7:00 P.M.(5)

OBERON
8:00 P.M. (2)

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JULY 17

6:30 7 STU ERWIN—Comedy Drama
June's friend arrives for a visit just as the Erwins are piling into the car, bound for two weeks at the beach.

9 SPENCER ALLEN—News

6:45 2 TV'S TOP TUNES—Music
Helen O'Connell, Bob Eberly and Ray Anthony's orchestra.

5 JOHN C. SWAYZE—News

9 SPENCER ALLEN—News

7:00 2 PANTOMIME QUIZ—Game
Mike Stokey emcees charades game. Sandra Spence aids Mike. Regular panel: Angela Lansbury, John Barrymore, Jr., Jackie Coogan and Dave Willock. Guests: Preston Foster, Forrest Tucker, Hillary Brooke, Adele Jergens.

5 THE GOLDBERGS—Comedy
Molly and Mrs. Bloom decide to go into the catering business, but Jake feels that the venture is destined only for bankruptcy. Gertrude Berg stars as Molly.

7 SUMMER THEATER—Drama
"Dream Job." A young woman, determined to find the ideal job, goes to work for a handsome writer and almost loses her sanity. Stars Vincent Price and Joan Leslie.

9 "SHE MARRIED A COP"
MOVIE—Comedy about a policeman who is signed up for a "romantic" lead because of his voice. Phil Reagan, Jean Parker, Jerome Cowan.

7:30 2 MAN AGAINST CRIME-Drama
"Death On the Diamond." Mike Barnett is employed to guard baseball's newest rookie sensation. Ralph Bellamy stars as detective Barnett.

5 WALT'S WORKSHOP
Walt Durbahn discusses how to make an outdoor Venetian blind.

7 SUPERMAN—Adventures
George Reeves stars as Clark Kent in "The Human Bomb." A well known gambler schemes to keep Superman busy for thirty minutes while his men rob the museum.

8:00 2 PLAYHOUSE OF STARS
"The Journey" starring Merle Oberon with Grandon Rhodes. A woman is caught in the web of temptation when her husband dares her to run off with a younger man.

Hey Kids . . . right after
NOONTIME COMICS
stay tuned for . . .

WIN STRACKE and
"ANIMAL PLAYTIME"
now every
Monday thru Friday
★ 12:30 to 1:00 pm ★

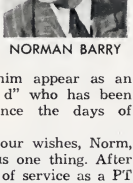
WNBQ
NBC
CHANNEL 5

"VET" LABEL VEXES WMAQ's NORM BARRY

by WM. A. QUE

IF YOU EVER ENCOUNTER NORMAN BARRY, the handsome guy pictured in this column, keep one thing firmly in mind: DON'T mention the word "veteran"!

Norm's getting weary of the publicity pieces that unfailingly use that adjective to describe his 19 years of service as a WMAQ announcer. Norm defends his dislike by pointing out that the way in which the word is used tends to make him appear as an "old greybeard" who has been around radio since the days of Marconi.



NORMAN BARRY

We'll respect your wishes, Norm, if you will tell us one thing. After your three years of service as a PT Boat skipper in World War II, what word do you use to designate your draft status?

Whatever you choose to call Barry, you must admit that his long and versatile service makes him one of the town's top announcers. In addition to his TV chores, he handles two radio programs every weekday over WMAQ—**the 8:45 a. m. News for Metropolitan Life Insurance and The Sports Special at 10:50 p. m.** This latter program is a good stop for you sport fans to get the latest scores and sports news.

* * *

A well known team in Chicago radio—DeMet Pontiac and Howard Miller—has taken another time spot on WMAQ. **The Howard Miller Show**, a disk spinner, is now being aired over **WMAQ** on Sunday mornings as well as Saturday mornings, both programs beginning at 11:30 a. m.

—Adv.

8:00 5 DOORWAY TO DANGER
Agent Doug Carter (Stacy Harris) searches for a traitor in a government school.

7 DEATH VALLEY DAYS—Drama
"The Death Valley Kid" leads the sheriff of Darwin a merry chase as well as a bold one.

9 LIFE BEGINS AT 80—Quiz
Jack Barry emcees panel of oldsters including: Fred Stein, Georgiana Carhart, Fred Cox, Rev. H. F. Hathaway and Isabelle Winlock.

8:30 2 FOOTLIGHTS THEATER—Film
"National Honeymoon" starring Diana Lynn and Dick Haymes. A bride's passion for wedding gifts nearly causes her to lose her husband.

5 TV SOUNDSTAGE—Drama
"Something For An Empty Briefcase." A young ex-convict feels that carrying a briefcase will make him more respectable, and the adventures of that briefcase lead to changing the entire course of his life. Stars James Dean.

7 DOUBLE PLAY—Baseball
Chatter and interviews with Laraine Day and Leo Durocher with guest Pee Wee Reese.

9 WORLD IS YOURS-Travelogue
Let's sail to Hawaii where the people are friendly and the leis plentiful. Maurice Copeland is narrator.

8:45 7 FILM SHORT

9:00 2 MR. AND MRS. NORTH-Drama
"The Forgotten Grave." Baby-sitting with a neighbor's dog leads Pam and Jerry to the scene of a crime.

5 SPORTS REEL—Film

7 POLICE REPORTER—Interviews
J. McMullen questions policemen on Chicago crimes.

9 TWENTY QUESTIONS—Quiz
Moderator Jay Jackson with Fred Van Deventer, Florence Rinard, Herb Polesie, Johnny McPhee and guest, Nick Kenny, songwriter and TV-radio columnist of the New York Daily Mirror.

9:15 7 FILM SHORT

9:30 2 FAVORITE STORY—Film
On the same night a son is born to each of two brothers. The childless Marqueza adopts one boy, and a bitter feud arises between the two brothers in "The Adoption."

MORAN
10:00 P.M. (7)

POWELL
12:00 P.M. (7)

FRI
JULY 17

9:30 5 GREATEST FIGHTS—Film
Highlights of the bout between Ray Miller and Justo Suarez on October 3, 1930 at Madison Square Garden.

7 DANGEROUS ASSIGNMENT
Brian Donlevy in "Death In The Morgue" is sent to Morocco to work with another agent in finding persons responsible for sabotage.

9 DOWN YOU GO—Panel Quiz
Dr. Bergen Evans with Fran Coughlin, Toni Gilman, Robert Breen and Carmelita Pope.

9:45 5 LEN O'CONNOR—Discussion

10:00 2 FAHEY FLYNN—News

5 CLINT YOULE—Weather

7 COURTESY HOUR—Variety
Jim Moran emcees full hour of star-studded entertainment.
Sponsored By Courtesy Motors.

9 "SIX MEN"
MOVIE—Scotland Yard attempts to trap six business men in London.

10:10 2 LEE PHILLIP—Weather

5 DORSEY CONNORS—Tips
Have you a flair for motoring?

10:15 2 JOHN HARRINGTON—Sports

5 JIM HURLBUT—News

10:25 2 ART MERCIER—Sports Tips
How to play a fish on a fly rod.

10:30 2 JOHN HARRINGTON—News

5 NORMAN BARRY—Sports

10:45 2 IRV KUPCINET—Comments

5 HERBIE MINTZ—Musical

11:00 2 BOB ELSON—Sports

5 HOWARD MILLER—Music

7 ULMER TURNER—News

11:10 7 TOM DUGGAN—Comments

11:15 2 MURDER BEFORE MIDNIGHT
Part 2 of "The Crime of Dr. Crespi."

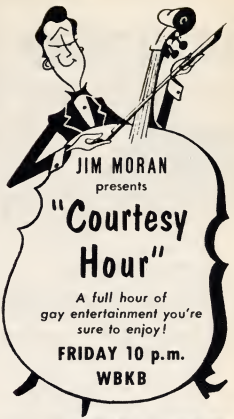
11:30 7 KAY ASHTON-STEVENS

9 LES NICHOLS—News

11:45 9 "SHADOWS OVER SHANGHAI"
MOVIE—An American newspaperman and an agent of the Chinese government meet harrowing adventures.

12:00 2 "POT O' GOLD"
MOVIE—Dance band practices their programs on the roof of a boarding house. Jimmy Stewart, Paulette Goddard, and Horace Heidt.

7 "IT HAPPENED TOMORROW"
MOVIE—A cub reporter has the advantage of writing his stories the day before they happen, until he writes his own death notice. Dick Powell, Linda Darnell.



Your host **COURTESY MOTORS**
3567 W. GRAND • CHICAGO

Saturday

JULY 18

ROBERTSON
10:30 A.M. (2)

MORNING

9:00 7 "SWIFTY"
MOVIE—Western adventure with Hoot Gibson.

10:00 7 SPACE PATROL—Adventures
Buzz and Hap go to Mars to attend a party for the governor's daughter but in reality they are investigating the disappearance of government information.

9 MOVIE—Serial Films
"Hawk of the Wilderness" part 6.

10:30 2 ROD BROWN OF THE ROCKET RANGERS—Drama For Kids
"The Suits of Peril." Rod Brown (Cliff Robertson) volunteers to test some new space suits which lead him face to face with death.

7 SKY KING THEATER—Drama
"The Giant Eagle." The strange disappearance of thieves after three quick payroll robberies supplies Sky King (Kirby Grant) with a mystery which he solves with an old Western ruse.

9 MOVIE—Title Not Available
(Cut to ½ hour.)

11:00 2 BIG TOP—Circus Fun
Acts include: Three performing bears; Les Oriols, aerial act; the Jevelys, balancing act; the Shanghai Twins, acrobatic contortionists; the Villenaves, French bicycle act; and the Colbergs, human statues.

7 BEULAH SHOW—Comedy
Louise Beavers in comedy skits.

9 TERRY AND THE PIRATES
Terry and Hotshot Charlie are imprisoned by Chinese bandits after Chopstick Joe loses a toss at the dice table in "Loaded Dice."

11:30 7 "LI'L ABNER"
MOVIE—It's Sadie Hawkins Day and Li'l Abner is still out in front in his effort to escape being caught by Daisy Mae. Granville Owen, Martha O'Driscoll, Mona Ray, Johnnie Movie, and Buster Keaton.

9 ADVENTURES IN ART
Margaret Wolff demonstrates proper technique of painting to youngsters.

12:00 2 LONE RANGER—Western
"Finders Keepers." The Lone Ranger risks his life to save an ex-convict from returning to a life of crime.

12:00 9 "DANGEROUS INTRUDER"
MOVIE—A girl becomes involved with a maniac when a minor accident causes her to become a convalescent guest in his house. Richard Powers, Veda Ann Borg, and Charles Arnt.

12:30 2 "CRIME PATROL"
MOVIE—A prizefighter joins the police force. Ray Walker and Geneva Mitchell.

1:00 5 WHAT'S YOUR TROUBLE
Dr. Norman Vincent Peale speaks.

7 "SUNSET CARSON RIDES AGAIN"
MOVIE—Western adventure with Buster Crabbe.

9 BATTING PRACTICE-Warm Up
Harry Creighton announces.

1:10 9 LEAD OFF MAN—Vince Lloyd
Interviews with players.

1:15 5 MOVIE—Title Not Available

1:30 2 MOVIE—Title Not Available

9 BASEBALL—Sox vs. Wash.
Jack Brickhouse describes the game.

2:00 7 "HANGMEN ALSO DIE"
MOVIE—Depicts the courageous spirit of the Czechs, and the working of their underground. Brian Donlevy, Walter Brennan, and Anna Lee.

2:30 5 INDUSTRY ON PARADE—Film
A visit to a plant where camera lenses for high altitude photo-reconnaissance are made, a defense against fire that's being worked out, and where inventions for "screen monsters" are developed.

2:45 5 MOVIE—Title Not Available

3:30 2 "MELODY OF THE PLAINS"
MOVIE—Cut to ½ hr. A brother and sister, co-owners of a cattle ranch, are suffering financially because of rustlers. Fred Scott, Al St. John, Louise Small, and Hal Price.

3:45 9 JACK BRICKHOUSE-Interviews
(If game has ended.)

4:00 2 OPERATION NEW HORIZONS
Loyola University presents "Illinois Court Reform," a complete analysis of a document. How it originates, what happens to it and how our representatives handle it. There will be a tape recorded statement from Gov. Stratton, and a representative from the league of women voters.

5 MOVIE—Title Not Available

7 "BRAND OF THE DEVIL"
MOVIE—Western adventury story.

STORCH and FROMAN
7:00 P.M. (2)

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JULY 18

4:00 9 "BILLY THE KID'S SHERIFF OF SAGE VALLEY"
MOVIE—Billy turns straight to help clean up a gambling casino. Buster Crabbe, Al St. John.

4:30 2 FILM SHORTS

5:00 2 FARMTOWN U.S.A.—Menard
"Farm Safety" discussed by J. B. Adams, supervisor of vocational agriculture for the State of Illinois, V. E. Burgener, executive sec. of the Future Farmers of America, George Irvine, vocational agriculture instructor, and David Abbey.

5 MOVIE—Title Not Available

7 SATURDAY LAUGH TIME
"Laurel and Hardy."

9 MOVIE—Title Not Available

5:30 2 "SINGING BUCKAROO"
MOVIE—Western adventure tale.

7 "FUGITIVES OF THE PLAINS"
MOVIE—Part 2, continued from last Saturday. A Western adventure.

6:00 2 STORK CLUB—Interviews
Host Sherman Billingsley with guest, Lee Tracy.

5 MR. WIZARD—Science Study
Don Herbert and Susan Levin discuss "Storms," and investigate what happens to water from the time it leaves the sea.

7 TOM DUGGAN—Sports

9 THIS IS THE LIFE—Drama

6:30 2 BEAT THE CLOCK—Games
Frank Wayne subs for vacationing Bud Collyer.

5 MY SON JEEP—Comedy
Doc Allison takes Jeep and two Boy Scout friends on a hike that ends nowhere.

7 "TANKS A MILLION"
MOVIE—Induction of a draft recruit whose exceptional memory gets him in and out of trouble in training camp. William Tracy, James Gleason.

9 HOMES FOR BETTER LIVING
Russ Reed is emcee.

6:45 9 RELIGIOUS FILM
Father James Keller of the Christophers, interviews Jimmy Gleason who narrates a story from his past.

7:00 2 LARRY STORCH—Comedy
Guest, Jane Froman. Skits: Larry plays "Little Victor," sick in bed, and he and his wife have a problem with their neighbor, Charlie Flaub.

When a breath of air is hard to catch and the future looks sad, turn to your radio for refreshing, enjoyable entertainment.

MELODY MAGAZINE
Wed Howard's Record Review
Mon. through Fri., 5:15 P. M.

THE SPORTS SPECIAL
Norman Barry With All the Sports News and Scores
Mon. through Fri., 10:50 P. M.

NEW TALENT, U.S.A.
Presenting the Nation's New Showpeople
Saturdays 6:30 P. M.

THE GREAT GILDERSLEEVE
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THE HOWARD MILLER SHOW
A Parade of the Newest Disks
Saturdays and Sundays
11:30 A. M.

WMAQ
CHICAGO

670 ON YOUR RADIO DIAL

SATURDAY

JULY 18

MACK
7:30 P.M. (5)

CARMICHAEL
8:00 P.M. (5)

LEE and FAULK
9:30 P.M. (2)

GWENN
12:15 A.M. (7)

7:00 5 MY HERO—Situation Comedy
Robert Cummings as salesman Beanblossom sells his boss' family estate despite the interference of a domineering Thackery aunt.

9 "HEART OF THE ROCKIES"
MOVIE—A "Three Mesquiteers" Western with Robert Livingston, Ray Corrigan, and Max Terhune.

7:30 5 ORIGINAL AMATEUR HOUR
Ted Mack emcees talent-variety program with prizes for the winners.

7 BOWLING—Detroit
Fred Wolfe is commentator. Participants will compete for valuable prizes and a jackpot each week.

8:00 2 NAT'L BOY SCOUT JAMBOREE
Fifty thousand Boy Scouts, Explorers and Scout leaders will meet on the 3,000 acres of the Irvine Ranch in Newport Harbor, California. Walter Cronkite and John Galbraith narrate Jamboree dramatizing the skills and training program of the Scouts.

5 SATURDAY NIGHT REVUE
Emcee Hoagy Carmichael with Helen Halpin and special guests: Grace (Hartman) Abbott, Bobby Sargent, Rusty Draper, the Kirby Stone Quintet, and Jerry Fielding's orchestra.

7 BOXING—From Boston
Gerald Dreyer vs. Wilbur Wilson (welterweights).
JIMMY POWERS SAYS: Dreyer is rated 12th. Fights, 36. Won, 34. Lost, 2. K.O.'s, 17. Wilson is unrated. Fights, 32. Won, 14. Lost, 15. Draws, 3. K.O.'s, 4. Dreyer is favored. But the British Empire welterweight champion faces a rough local foe in Wilson, who recently scored a kayo on these Saturday showings. Dreyer boxes well, using a good left jab, which is the mark of most English ringmen. But against aggressive boxers like Wilson, he has a bit of trouble. Wilson enlisted in the U. S. Army at 14, served three years, and then entered high school, from which he has just been graduated.

9 YOUR SENATOR'S REPORT
Senators Douglas and Dirksen.

8:15 9 JACK BRICKHOUSE—Sports
Discussion on latest sports events including baseball scores around the country.

8:30 9 WRESTLING—From Marigold
Main event: Billy Darnell vs. Bob Orton. Others: Balk Estes vs. Milt Olsen; Larry Chene vs Johnny Gates; Billy Goelz vs Tor Yamato; John Barend vs Bobby Nelson; and Stan Mayslack vs Pat O'Connor.

8:45 7 BILL STERN—Sports Film

9:00 2 MEDALLION THEATER-Drama
Ronald Reagan stars in "A Job for Jimmy Valentine," story of a debonair safecracker in an adaptation of O. Henry's short story, "A Retrieved Reformation."

7 HEART OF THE CITY—Drama
"Hot Rod." How a teenager and his hot rod become a dangerous weapon. Jane Nigh and Pat McVey star.

9:30 2 IT'S NEWS TO ME—Quiz
Moderator John Daly with panel: John Henry Faulk, Anna Lee, Nina Foch and Quentin Reynolds.

5 PRIVATE SECRETARY-Comedy
With the sudden appearance of an old flame, Susie finds herself in a marrying mood. Ann Sothern stars.

7 FILM SHORTS

10:00 2 "HER ENLISTED MAN"
MOVIE—A beautiful spoiled daughter of an Army General thinks she is in love with a Communist. Barbara Stanwyck, Robert Young.

5 MOVIE—Title Not Available

7 "THE PAY OFF"
MOVIE—A newspaperman sets out to clean up civic corruption, and finds his own publisher involved. Lee Tracy, Tom Brown, and Tina Thayer.

11:25 2 COMMERCIAL—Film

11:30 7 "WESTLAND CASE"
MOVIE—At the last minute a detective is hired to save an innocent man from execution. Preston Foster, Carol Hughes, and Barbara Pepper.

12:00 2 "TIMBER WAR"
MOVIE—Lumberjacks battle against a setting of falling timber and woodcutting. Kermit Maynard and Lucille Lund.

12:15 7 "CHEERS FOR MISS BISHOP"
MOVIE — A mid-Western school teacher, her burdens and sacrifices for her vocation. Martha Scott, William Gargan, Edmund Gwenn, Sidney Blackmer, Marsha Hunt, and Mary Anderson.

12:30 9 LES NICHOLS—News

NORMAN FOSTER

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SUNDAY 11 A.M.-3 P.M.

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RENALDO
2:00 P.M. (7)

Sunday

JULY 19

MORNING

9:30 5 THE PULPIT—Religious Talk
Rev. Jitsuo Morikawa, pastor of the First Baptist Church of Chicago, speaks.

9:45 5 WHAT ONE PERSON CAN DO
Father James Keller of the Christophers interviews J. C. Penney, founder of a chain of stores.

9 FILM SHORT
"Motor Madcap."

10:00 2 LAMP UNTO MY FEET—Talks
"Wings to the Word." The work of Protestant missionaries in Brazil. Dr. Lyman Bryson moderator.

5 SUNDAY FUNNIES
John Conrad reads the comics, explains toys and games to the kids, and tries to cope with the tricks of Laughing Luke.

7 "ACES WILD"
MOVIE—Western adventure with Harry Carey, Gertrude Messinger, Ed Cassidy, Phil Dunham.

9 "GAS HOUSE KIDS"
MOVIE—Kids attempt to aid a wounded veteran finance a chicken farm. Robert Lowery, Teala Loring, Billy Halop.

10:30 2 TALENT SHOWROOM-Variety
Jim Conway emcees the talent.

5 "HOOSIER SCHOOLBOY"
MOVIE—Son of shell-shocked war hero, now a drunk, has difficulties in getting along with his schoolmates. Mickey Rooney, Anne Nagel, Frank Shields.

10:45 7 "TOLL OF THE DESERT"
MOVIE—Western adventure tale.

11:30 2 FILM SHORT

5 LIVE AND LEARN—Discussion
Donald Collier, curator of South American ethnology and archaeology, speaks on "Ancient Civilizations in the Andes."

7 FAITH FOR TODAY—Religious
Rev. W. A. Fagel speaks.

9 SERIAL FILM
"Fighting Devil Dogs" part 6.

12:00 2 FRANK REYNOLDS—News

5 KIDS KARNIVAL KWIZ—Fun
Art Hern narrates part of the film serial, "Don Winslow of the Coast Guard."

7 TOM DUGGAN—Sports

9 "RIDIN' THE LONE TRAIL"
MOVIE—Western adventures.

12:15 2 YOUR FUTURE HOME—Ideas
Jack Callaghan comments.

5 FRONTIERS OF FAITH—Talks
The Rev. Dr. G. Douglas Young, dean of Shelton College, New York City, discusses "The Bread of Life." Music by the American Council Chorale.

7 AMATEUR HOUR—Talent
Bob Murphy is emcee.

12:30 2 "THUNDER RIVER FEUD"
MOVIE—Range Buster Western with a group of riff-raff causing a range war for the purpose of creating suspicion between two leading groups. Ray Corrigan, John King.

1:00 5 HOW DOES YOUR GARDEN GROW?—Discussion & Movies
John Ott discusses phlox, and shows time lapse films.

9 BATTING PRACTICE-Warm Up
Announced by Harry Creighton.

1:10 9 LEAD OFF MAN—Vince Lloyd
Interviews with players.

1:30 2 "BORN TO FIGHT"
MOVIE—A young prize fighter wins a few bouts and then decides to desert his manager. Frankie Darro.

5 "BLOCKADE"
MOVIE—A daughter aids her international spy father and falls in love with a young peasant. Leo Carrillo.

7 WILD BILL HICKOK—Western
An "Innocent Cowpoke" is made to serve five years in prison and on his return is accused of the murder of a judge.

9 BASEBALL—Sox vs. New York
Jack Brickhouse announces double header.

2:00 5 Program Not Available

7 CISCO KID—Western Movie
Duncan Renaldo and Leo Carrillo star.

2:30 7 ADVENTURES OF KIT CARSON
Bill Williams as Kit in "Trail To Fort Hazard." Kit becomes involved with a gang that has been robbing the U.S. Cavalry.

3:00 2 "WHEN KNIGHTS WERE BOLD"
MOVIE—A young army subaltern unexpectedly falls heir to an ancient title, a medieval castle and a group of starchy relatives. Jack Buchanan.

5 YOUTH WANTS TO KNOW
Teenagers quiz guest, Val Peterson, administrator of Federal Civil Defense Administration.

SCAMPY 4:00 P.M. (7) ROGERS 5:30 P.M. (5)

SUN JULY 19

3:00 7 HEART OF THE CITY—Film
"The Hero." A courageous grocery clerk puts the finger on a badly wanted criminal.

3:30 5 ZOOPARADE—About Animals
A visit to the famous summer attraction will show some of the friendliest animals at the Lincoln Park Zoo. Nubian goats, Fallow deer, a midget burro, a mouse running up the clock, and others that the children can approach. R. Marlin Perkins and Jim Hurlbut.

7 BOB ATCHER SHOW—Kids Fun
Tale for kids with Sammy Squirrel.

3:45 9 TENTH INNING—Interviews
Jack Brickhouse announces.

4:00 5 TV RECITAL HALL—Musical
Guest, baritone William Warfield.

7 SUPER CIRCUS—Big Top Fun
Claude Kirchner presents the Rudenko Brothers, jugglers; Super Menagerie features a field mouse and his enemies, the fox, raccoon, skunk and snake. "The Magic Trunk" with Jack Gwynne, Cliffy, Scampy, Nicky and Mary Hartline. Also the Karpis Trio, risley act.

4:30 2 MAN OF THE WEEK—Talk
Guest, Harold Stassen.

5 AMERICAN FORUM OF THE AIR
"Proposed Reduction in Air Force Appropriations" is discussed by Sen. Homer Ferguson (R., Mich.) and Sen. Stuart Symington (D., Mo.).

5:00 2 ADVENTURE—Educational
Features include: (1) Chicks: Dr. Alexis Romanoff of Cornell University discusses the chicken and the egg and shows a film. (2) Afghanistan: Films and discussion of this country by two scientists, Mr. and Mrs. Walter Fairservis, who visited there on an archeological honeymoon trip.

5 MEET THE PRESS—Discussion
Martha Rountree and Lawrence Spivak interview a guest celebrity.

7 RANGE RIDER—Western
Jack Mahoney and Dick Jones star in "Border Trouble."

5:30 5 ROY ROGERS SHOW—Drama
"The Double Crossers." Roy tries to persuade the Mayor of Eagle Rock to turn against his blackmailers who have frightened him into cooperation.

7 Program Not Available

5:45 7 KAY ASHTON-STEVENS SHOW

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SUNDAY

JULY 19

LEWIS and RUSSELL 7:00 P.M. (2) | BESS and RANDY 7:00 P.M. (5) | MURRAY 8:30 P.M. (2) | KIPLINGER* 8:30 P.M. (7)

6:00 2 QUIZ KIDS—Joe Kelly, Emcee
Panel: Pat Conlon, 16; Sally Ann Wilhelm, 14; Frankie Vander Ploeg, 9; Melvin Miles, 10; and Janet Ahern, 8.

5 OPERATION NEPTUNE—Drama
Commander Hollister, Dink and Thirza, of Nadiria, manage to escape their captors.

7 YOU ASKED FOR IT—Requests
Art Baker presents (1) A film of Harry Houdini demonstrating his famous underwater escape routine. (2) Paul Bunyan Criss, lumberjack, demonstrating how he shaves his friends with his five and a half pound razor sharp axe.

6:30 2 YOUR PLAY TIME—Drama
Two American government agents are sent to Berlin to uncover a leak in confidential information.

5 SUPER GHOST—Quiz Game
Dr. Bergen Evans is moderator with panel: housewife Shirley Stern, stockbroker and drama critic Robert Pollak, and guest ghoster Chicago Alderman Robert E. Merriam. Viewers compete with panelists via long-distance telephone.

7 "BACK ROOM BOYS"
MOVIE — Amusing spy comedy coupled with intrigue and suspense.

9 MOVIE—Title Not Available
Depends on length of the ball game.

7:00 2 TOAST OF THE TOWN
Guests: Ted Lewis; Connie Russell; the Amin Brothers; Saveen, novelty act; Professor Backwards; Half Moon Bay, Spanish Dons Drill Team; and Helen Gallagher, dancing star of "Hazel Flagg." Ralph Meeker is guest host.

5 BIG PAYOFF—Quiz For Men
Randy Merriman and Bess Myerson. More news about the Big Payoff Fashion Design Contest tonight.

9 BIG PICTURE—Army Film
"Report from the Provost Marshal General." Operation of the military police around the world.

7:30 9 FRONT PAGE DETECTIVE
Edmund Lowe is starred as columnist David Chase.

8:00 2 G.E. THEATER—Drama
"Thirteen O'Clock" with Eduard Franz and Kurt Katch. Fantasy about a clockmaker whose dreams turn into nightmares.

8:00 5 TV PLAYHOUSE—Drama
"The Big Deal." A once successful building contractor who has been bankrupt for fifteen years refuses to believe that he has lost the ability to make a "big deal." David Opatoshu, Joanna Roos, Anne Jackson, James Westerfield, Joe Marross, James Nolan.

7 MARTIN AGRONSKY—News

9 ROCKY KING—Film Drama
"The Silencer." A columnist who has made public the practice of fixing "hot cars" for resale is murdered. Roscoe Karns as Detective King.

8:15 7 ORCHID AWARD—Musical
Guest, singer Eddie Fisher.

8:30 2 ARTHUR MURRAY PARTY
Hostess Kathryn Murray with guests, Jarmila Novotna, opera star; comic Ben Blue; and Oldfield and Ware, comedy acrobats.

7 ASK THE MAN—News, Sports
Discussion on current topics with Jack Callaghan, and Jack Drees. * Austin Kiplinger is on vacation.

9 PLAINCLOTHESMAN—Drama
"Scandal Sheet." An editor who uses his magazine as a blackmail threat is killed in his cabin retreat.

9:00 2 THE WEB—Mystery Drama
"The Bells of Damon" by James Costigan who is also the star of tonight's play. The son of a college dean teaches his father the meaning of the word "integrity" when his friend is murdered on the campus. Also featured are Paul Newman, Lydia Reed, Wesley Addy and Kathryn Meskill.

5 WONDERFUL JOHN ACTON
Semi-autobiographical story about an Irish family living in Kentucky shortly after World War I. "The Ice Cream Romance." Romance is forced upon Uncle Terence in the person of Birdie Bodkin's cousin from Milwaukee.

7 BILLY GRAHAM—Religious
The evangelist delivers a sermon.

9 "STRANGE MR. GREGORY"
MOVIE—A magician poses as his own brother. Edmund Lowe, Jean Rogers, Don Douglas.

9:15 7 FILM SHORT

DUGGAN
10:15 P.M. (7)

WESTFALL
10:30 P.M. (5)

SUN
JULY 19

9:30 2 WHAT'S MY LINE?—Quiz
John Daly with Arlene Francis, Bennett Cerf, Dorothy Kilgallen and Steve Allen.

5 BIG PICTURE—Army Film
"The Famous Third Army." Story of the group led by General George Patton.

7 TALENT PATROL—Variety
Bud Collyer is host to contestants.

10:00 2 STOCK CAR RACES
Bob Drews announces races assisted by Ed Pazdur of *TV Guide*. *Sponsored by Household Finance Corp.*

5 CLINT YOULE—Weather
7 PAUL HARVEY—News
9 "MONSIEUR MURDERER"
MOVIE—(1st showing) The French police hunt for a clever, sadistic murderer. Raymond Souplex, Robert Berri. *Sponsored by Courtesy Motors.*

10:10 5 DORSEY CONNORS—Ideas
Double duty for folding chairs.

10:15 5 ALEX DREIER—News
7 TOM DUGGAN—Sports

10:30 2 "ANGELS WITH BROKEN WINGS"
MOVIE—A group of youngsters try every antic possible to prevent a marriage. Binnie Barnes, Gilbert Roland, Mary Lee, Billy Gilbert, Sidney Blackmer, Katherine Alexander.

5 NORMAN BARRY—Sports
Franklyn MacCormick and Kay Westfall assist.

7 WRESTLING ON FILM
Keomuka vs Starr, narrated by Tom Casey.

11:00 5 "SPY TRAIN"
MOVIE—A traveling bag containing a time bomb, but thought to contain secret Nazi documents, is sought by many people. Richard Travis, Catherine Craig, and Chick Chandler.

11:50 7 COMMERCIAL

12:00 2 "BADGE OF HONOR"
MOVIE—Romance of a wealthy publisher's daughter and an aspiring reporter is complicated by a rival paper. Buster Crabbe.

7 "BROKEN MELODY"
MOVIE—An escaped convict's epic story of Devil's Island. Merle Oberon, John Garrick, Margot Graham.

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Monday

JULY 20

PHILLIP
12:25 P.M. (2)

MORNING PROGRAMS ON PAGE A-14

12:00 2 LUNCHEON WITH BILLY
Billy Leach with songs & comments.
5 NOONTIME COMICS
Johnny Coons entertains the kids.
7 HAPPY PIRATES—Kids' Fun
Dick "Two Ton" Baker is emcee.
9 HI LADIES—Jack Payne MC
Jack Payne interviews the ladies
12:25 2 LEE PHILLIP SHOW—Tips
12:30 2 GARRY MOORE SHOW
Art Lund sings "Blue Skies," and Denise Lor sings "My Romance." Guest, Arthur Nierenburg, of the "Just One Break Association." Ken Carson is on vacation. Ray Malone dances.
5 ANIMAL PLAYTIME—Kids' Fun
Win Stracke and his guitar.
7 TIME FOR FUN—Nick Francis
Nicky, the dog Bobo, and cartoons.
12:45 9 BASEBALL WITH THE GIRLS
Jack Brickhouse interviews feminine baseball fans and players wives to get the ladies' viewpoint.
12:55 7 ULMER TURNER—News
1:00 2 DOUBLE OR NOTHING—Quiz
Bert Parks emcees contest.
5 BOB AND KAY SHOW—Variety
Bob Murphy and Kay Westfall with interviews and comments.
7 MOVIE QUICK QUIZ—Game
Emcee Dick "Two-Ton" Baker.
9 "FOUND ALIVE"
MOVIE—Document of human and animal passions filmed along the banks of the Rio Grande with a jungle background. Barbara Bedford, Maurice Murphy, Robert Fraser.
1:15 7 "KELLY THE SECOND"
MOVIE—A girl becomes a boxing trainer. Patsy Kelly, Guinn Williams, Charley Chase, Maxie Rosenbloom.
1:30 2 LINKLETTER'S HOUSEPARTY
Art returns and the audience questions him about his vacation activities. (See Art Linkletter's article on page 18.)
2:00 2 BIG PAY OFF—Quiz Show
Randy Merriman and Bess Myerson.
5 BREAK THE BANK—Quiz Game
Bud Collyer emcee.
9 PAUL DIXON SHOW—Music
Pantomimes with Paul, Wanda Lewis, and Sis Camp.
2:25 7 ULMER TURNER—News
2:30 2 ACTION IN THE AFTERNOON
Western film adventure.
5 WELCOME TRAVELERS—Chats
Tommy Bartlett interviews tourists.
7 "MAGIC BOW"
MOVIE—(Cut to ½ hour) Part 1. based on the life of composer Nicolo Paganini. Set in Italy during the Napoleonic period, Stewart Granger, Phyllis Calvert, Jean Kent, Dennis Price.
3:00 2 SHOPPING WITH O'RILEY
Music and tips with Patrick O'Riley.
5 ON YOUR ACCOUNT—Chats
Win Elliot emcees interviews. (For a review of On Your Account see page 13.)
7 "THIRD ALARM"
MOVIE—Human interest tale about fire fighters. Anita Louise, James Hall, Jean Hersholt.
9 "THEY'LL NEVER SURRENDER"
MOVIE—Mystery adventure.
3:15 2 MUSIC COUNTER—Tunes
Helen Lee and George Ramsby sing.
3:30 2 "MEET THE NAVY"
MOVIE—A musical revue is gradually built up and whipped into shape during a coast-to-coast Canadian tour. Lionel Murton, Margaret Hurst, John Pratt.
5 LADIES CHOICE—Talent
Johnny Dugan emcees variety. (For a review of this show see page 14.)
3:55 7 ULMER TURNER—News
4:00 5 ATOM SQUAD—Adventures
The Atom Squad tries to prevent subversive forces from attacking the pentagon.
7 "FEUD OF THE WEST"
MOVIE—Hoot Gibson western.
4:15 5 GABBY HAYES SHOW—Tales
"Land Of the Outlaws" starring Johnny Mack Brown.
4:30 5 HOWDY DOODY—Puppets
Bob Smith helps control the antics of Howdy and his pals.
4:45 9 TIME FOR BEANY—Puppets
Puppet adventures to entertain the kiddies after school is out.
5:00 2 GARFIELD GOOSE & FRIEND
Friend Frazier joins Garfield for more adventures and the illustrated story of "Uncle Wiggily and the Pirates."

AUTRY
5:30 P.M. (2)

BOB and RAY
6:30 P.M. (5)

MON
JULY 20

5:00 5 ELMER, THE ELEPHANT
John Conrad amuses the children with his educated elephant.
7 ANGEL CASEY—Film
"Charlie Chase" and cartoons.
9 WATCH TO WIN—Quiz
Tom Moore emcees game.

5:30 2 GENE AUTRY TIME—Film
MOVIE—Western.
5 KIDS KARNIVAL KWIZ—Games
7 BOB ATCHER—Serial Film
"Fighting Valley" chapter 1.
9 ROBERT F. HURLEIGH—News

5:45 9 CURBSTONE CUT UP—Chats
Ernie Simon interviews the man-on-the-street in front of the Tribune building.

5:50 5 JACK ANGELL—News

6:00 2 BOB ELSON—Sports
5 CLINT YOULE—Weather
7 ULMER TURNER—News
9 CAPTAIN VIDEO—Adventures
Space adventures with the Rangers.

6:05 5 ALEX DREIER—News

6:10 5 JOE WILSON—Sports
7 JACK DREES—Sports

6:15 2 JULIAN BENTLEY—News
5 DORSEY CONNORS—Travel
Dorsey talks about France.

6:20 5 TONY WIETZEL—Comments
Information about celebrities in Chicago.

6:25 7 FRED KASPER—Weather

6:30 2 DOUGLAS EDWARDS—News
5 BOB AND RAY SHOW—Satire
Bob Elliott and Ray Goulding.
7 POLICE REPORTER—Interviews
J. McMullen questions policemen on Chicago crimes of the preceding day.
9 SPENCER ALLEN—News

6:45 2 TV'S TOP TUNES—Musical
Songs include: "Seven Lonely Days," "Ruby," "Street Scene" and "No Other Love."
5 JOHN C. SWAYZE—News
7 "SWISS MISS"
MOVIE—Laurel and Hardy comedy.
9 SPENCER ALLEN—News

7:00 2 BURNS AND ALLEN—Comedy
Gracie finds a telegram sent to George offering him a part in a Broadway show without her, so she decides not to stand in his way.

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MONDAY JULY 20

MOORE
7:30 P.M. (2)

HADLEY
8:00 P.M. (2)

BARRY
8:00 P.M. (5)

DONALD
8:30 P.M. (2)

COSTELLO
9:30 P.M. (7)

7:00 5 NAME THAT TUNE—Quiz
Red Benson emcees comedy-musical quiz with vocalist Vicki Mills. Cash prizes are awarded contestants who give the correct titles to songs.

9 BOY'S MAJOR LEAGUE
Baseball described by Jack Brickhouse.

7:30 2 GODFREY'S TALENT SCOUTS
Garry Moore is emcee.

5 VOICE OF FIRESTONE—Music
Guest, soprano Wilma Spence sings Lehar's "I Love You So," "Ritorna Vincitor" from "Aida" and joins chorus in "March Of the Grenadiers."

8:00 2 RACKET SQUAD—Drama
A factory owner engages two crooks to alter the firm's books to increase its sale value. Reed Hadley stars as Captain Braddock.

5 JUVENILE JURY—Kids' Panel
Jack Barry moderates panel of young jurors, including Laura Mangels, 7; Ronnie Molluzzo, 8; and Douglas Stuart, 5.

7 "NOTORIOUS, BUT NICE"
MOVIE—Heart-broken girl driven away from the man she loved, and into the arms of the king of the underworld.

8:30 2 MASQUERADE PARTY—Quiz
Douglas Edwards is emcee, with panel: Ilka Chase, Peter Donald, Buff Cobb and Ogden Nash.

5 ROBERT MONTGOMERY
"Summer Love" with Elizabeth Montgomery as a summer theater apprentice who falls in love with a leading actor, played by John Newland.

8:30 9 BOXING—Eastern Parkway
Lee Sala vs. Randy Sandy (middleweights.) JIMMY POWERS SAYS: Sala is rated 11th. Fights, 81. Won, 76. Lost, 5. K.O.'s, 48. Sandy is unrated. Fights, 13. Won, 12. Lost, 1. K.O.'s, 5. Sala is favored. He looked somewhat his old self in defeating Garth Panter at this club on June 29th. He can box with the best of them in the 160-pound class. He draws you into a lead with a walkaway feint, then bangs you with a left or right hook. Sandy, a good looking prospect, a winner over Tuzo Portuguez here on May 25th, will find Sala a much different opponent from the walk-in Costa Rican. He'll have to match jab for jab against the hard socking Sala, who, when he knows his opposition isn't much of a puncher, can be a world-beater.

9:00 2 SUMMER THEATER—Drama
"Shadow Of a Man." A young man learns to understand his step-father when he exchanges confidences and discusses the opposite sex. Stars Claude Dauphin, Lydia St. Clair, Douglas Dick & Melville Ruick.

9:30 5 WHO SAID THAT?—Quiz
Moderator Walter Kiernan with panelists: actor Kevin McCarthy, Washington commentator Richard Harkness, actress June Lockhart and columnist Frank Conniff.

7 ABBOTT & COSTELLO—Film
"Las Vegas." Used cars, race tracks and gamblers involve the boys in troubles.

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HURLBUT
10:15 P.M. (5)

YOUNGQUIST
10:30 P.M. (7)

MON JULY 20

9:45 9 MELODY CAROUSEL—Music

10:00 2 FAHEY FLYNN—News
5 CLINT YOULE—Weather
7 LIFE OF RILEY—Comedy
9 "TOUGH ASSIGNMENT"
MOVIE—A reporter and his wife write an expose about a gang engaged in the sale of uninspected meat. Don Barry, Marjorie Steele, Steve Brodie.

10:10 2 LEE PHILLIP—Weather
5 DORSEY CONNORS—Ideas
Closet capers.

10:15 2 JOHN HARRINGTON—Sports
5 JIM HURLBUT—News

10:25 2 ART MERCIER—Sports Tips

10:30 2 JOHN HARRINGTON—News
5 NORMAN BARRY—Sports
7 DR. FIXUM—Household Ideas
Art Youngquist comments.

10:45 2 IRV KUPCINET—Comments
Data on celebrities and an interview.
5 HERBIE MINTZ—Musical

11:00 2 BOB ELSON—Sports
5 "ARMY WIVES"
MOVIE—Red tape and Army discipline almost prevent a soldier and his girl from getting married. Elyse Knox, Marjorie Rambeau, and Rick Vallin.
7 ULMER TURNER—News

11:10 7 JACK EIGEN SHOW—Chats
Interviews with celebrities.

11:15 2 MURDER BEFORE MIDNIGHT
"Meet Sexton Blake," part one. A dead man's hand, a portfolio chained to its wrist and a ring involve a detective in mystery. David Farrar, Michael Rennie, Morna Lester.

11:30 9 LES NICHOLS—News

11:45 9 COMMERCIAL—Film

12:00 2 "FOR VALOR"
MOVIE—During a war in Africa a cockney soldier saves the life of a monocled Major who tries to get him a medal. Tom Walls, Ralph Lynn, Veronica Rose, Joan Marion.
7 "JOURNEY TOGETHER"
MOVIE—Tribute to the men who took the raw material and molded it into good Air Force men. Edward G. Robinson and Sgt. Richard Attenborough.

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Tuesday

MORNING PROGRAMS ON PAGE A-14

12:00 2 **LUNCHEON WITH BILLY**
Musical variety with Billy Leach.
5 **NOONTIME COMICS**
Johnny Coons entertains the kids.
7 **HAPPY PIRATES—Kids' Fun**
Tunes by "Two Ton" Baker and chats with Squawky the Parrot.
9 **HI LADIES—Interview Show**
Jack Payne emcees with Jackie Van and Mike Douglas, vocalists.

12:25 2 **LEE PHILLIP SHOW—Hints**
Tips for the homemakers.

12:30 2 **GARRY MOORE SHOW**
Denise Lor sings "Row, Row, Row," and Art Lund offers "Oh, What You Do to Me." Ray Malone dances, and explorer Ivan Sanderson exhibits denizens of the sea.
5 **ANIMAL PLAYTIME—Kids' Fun**
Win Stracke and his guitar.
7 **TIME FOR FUN—Kids' Show**
Nick Francis and Bobo the dog.

12:45 9 **BASEBALL WITH THE GIRLS**
Jack Brickhouse interviews.

12:55 7 **ULMER TURNER—News**

1:00 2 **AUDIENCE PARTICIPATION**
Rex Marshall emcee, comedienne Alice Ghostley, and singer Bob Kennedy.
5 **BOB AND KAY—Variety**
Interviews and commentary with Bob Murphy and Kay Westfall.
7 **MOVIE QUICK QUIZ—Game**
Dick "Two-Ton" Baker emcees.
9 **"MUTINY AHEAD"**
MOVIE—A stolen necklace leads to sunken treasure and mutiny on the high seas. Neil Hamilton, Kathleen Burke, Leon Ames.

1:15 7 **"PACK UP YOUR TROUBLES"**
MOVIE—Laurel and Hardy comedy.

1:30 2 **LINKLETTER'S HOUSEPARTY**
Guests, Caroline Leonetti and actress Mona Freeman.

2:00 2 **BIG PAYOFF—Quiz For Men**
Randy Merriman and Bess Myerson co-emcee this giveaway.
5 **BREAK THE BANK—Quiz**
Bud Collyer emcee.
9 **PAUL DIXON SHOW—Music**
Pantomimes with Paul, Wanda Lewis and Sis Camp.

2:25 7 **ULMER TURNER—News**

JULY 21

2:30 2 ACTION IN THE AFTERNOON
Western adventure.

5 WELCOME TRAVELERS—Chats
Tommy Bartlett interviews Chicago's visitors.

7 "MAGIC BOW"
MOVIE—Part 2. (See Monday listing for synopsis and cast).

3:00 2 SHOPPING WITH O'RILEY
Tips and music with Patrick O'Riley.

5 ON YOUR ACCOUNT—Chats
Win Elliot interviews.

7 "SEA DEVILS"
MOVIE—Chief Mate in the Coast Guard resents the attentions a young seaman is showering on his daughter. Victor McLaglen, Preston Foster, Ida Lupino, Edmund Burns.

9 "STEPCHILD"
MOVIE—A mother is torn between her children and her career. Brenda Joyce, Donald Woods, Terry Austin, Tommy Ive.

3:15 2 MUSIC COUNTER—Tunes
Helen Lee and George Ramsby sing.

3:30 2 "STRANGER AT MY DOOR"
MOVIE—Simple people with misplaced confidence, loyalty, affection, thievery, and murder. Valentine Dyall, Agnes Bernelle, Joseph O'Connor.

5 LADIES CHOICE—Variety
Johnny Dugan emcee.

3:55 7 ULMER TURNER—News

4:00 5 ATOM SQUAD—Adventures
Serial story for the kids.

7 "FRONTIER JUSTICE"
MOVIE—Western with Hoot Gibson, Jane Barnes and Franklyn Farnum.

4:15 5 GABBY HAYES SHOW—Tales
Western serial shown in part.

4:30 5 HOWDY DOODY—Puppet Tale
Clarabelle, the clown, amuses the kids.

4:45 9 TIME FOR BEANY—Puppets
Adventures on the Leakin' Lena with Beany and his friends.

5:00 2 GARFIELD GOOSE & FRIEND
For boys and girls who like to dream about being cowboys, firemen and engineers, Garfield illustrates the record story, "Whatta Ya Wanna Be When You Grow Up?"

5 ELMER, THE ELEPHANT
John Conrad has an adventure with an intelligent elephant.

7 ANGEL CASEY—Film
"Laurel and Hardy" and cartoons.

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JULY 21

BEAVERS
6:30 P.M. (7)

SWAYZE
6:45 P.M. (5)

MURRAY
7:00 P.M. (9)

VAN
7:30 P.M. (9)

ALBERT
8:00 P.M. (5)

5:00 9 WATCH TO WIN—Quiz
Tom Moore is emcee with musical interludes by the Starnoters.

5:30 2 GENE AUTRY TIME—Film
MOVIE—Western.

5 KIDS KARNIVAL KWIZ—Fun
Art Hern as Natco the clown.

7 BOB ATCHER—Serial Film
"Fighting Valley" chapter 2.

9 ROBT. F. HURLEIGH—News

5:45 7 POLICE REPORTER—Interviews
J. McMullen questions policemen on Chicago's crimes.

9 CURBSTONE CUT UP—Chats
Interviews with Ernie Simon.

5:50 5 JACK ANGELL—News

6:00 2 BOB ELSON—Sports

5 CLINT YOULE—Weather

7 ULMER TURNER—News

9 CAPTAIN VIDEO—Adventures
Al Hodge stars as the Captain.

6:05 5 ALEX DREIER—News

6:10 5 JOE WILSON—Sports

7 JACK DREES—Sports

6:15 2 JULIAN BENTLEY—News

5 DORSEY CONNORS—Travel
Dorsey talks about Wales, England.

6:20 5 TONY WEITZEL—Comments
Celebrities in Town and what they're doing, as well as an interview.

6:25 7 FRED KASPER—Weather

6:30 2 DOUGLAS EDWARDS—News

5 EDDY ARNOLD SHOW—Music
Eddy is assisted in the tunes and ballads by the Dickens Sisters.

7 BEULAH SHOW—Comedy
Beulah's boss commandeers the services of Bill and undertakes to prove to his wife that "operation housecleaning" is actually a simple task if you just let the men handle it. Louise Beavers stars.

9 SPENCER ALLEN—News

6:45 2 SUMMERTIME U.S.A.—Music
Theme: In the Rocky Mountains. Teresa Brewer sings "Accentuate the Positive," Mel Torme sings "Pass That Peace Pipe." Others: "Dancing With Someone," "Ruby" and "Doctor, Lawyer, Indian Chief." Orchestra leader tonight, Eliot Lawrence.

5 JOHN C. SWAYZE—News

9 SPENCER ALLEN—Local News

7:00 2 GENE AUTRY SHOW—Western
"Outlaw Stage." A mob of outlaws are after a young stagecoach driver.

7:00 5 MIRROR THEATER—Drama
"The Enormous Radio" starring Felicia Montealegre and Daren McGavin. A young married couple discovers that their new radio tunes in on the neighboring apartments.

7 "MYSTERIOUS RIDER"
MOVIE — Western with Buster Crabbe.

9 BLIND DATE—Boy Meets Girl
Jan Murray emcees the fun.

7:30 2 WHEEL OF FORTUNE—Quiz
Todd Russell emcees with Betsy Palmer as Girl Friday.

5 BREAK THE BANK—Quiz Game
Bert Parks emcees the fun.

9 MUSIC SHOW—Tune Time
Tunes by Jackie Van, Mike Douglas, Eleanor Warner, Henri Noel and Robert Trendler's orchestra. Jerome Kern medley.

8:00 2 FOLLOW THE LEADER—Game
Vera Vague appears in three short sketches. After each sketch a member of the audience is called upon to re-enact the scene.

5 NOTHING BUT THE BEST
Eddie Albert emcees new musical variety series featuring leading performers in the entertainment field. Tonight's guests include: comedian Roger Price, singer Helen Ward, dancer Anita Alvarez, and Count Basie.

7 STOCK CAR RACES—Action
Steward Raemer describes races.

9 PARS, BIRDIES AND EAGLES
Instructions for a better golf game from pros Johnny Revolta and Jackson Bradley. Danny O'Neil mc.

8:30 2 SUSPENSE—Drama
"Pigeon In the Cave" starring John Howard and Jacqueline Susann. A paper hanger is an unwilling witness ot a murder.

5 THIS IS YOUR LIFE—Edwards
Summer series features films of previous highlight programs. Tonight Ralph Edwards presents the life story of Joan Caulfield.

9 WHERE WAS I?—Quiz Game
John Reed King moderator, regular panel: Nancy Guild, Barbara Barondess MacLean, Samuel Grafton, and Bill Cullen.

9:00 2 DANGER—Mystery Drama
"Trial by Jungle." Adventurers find unseen terror in the jungle.

WILLSON
9:30 P.M. (7)

ELSON
11:00 P.M. (2)

TUE
JULY 21

9:00 5 **TWO FOR THE MONEY—Quiz**
Walter O'Keefe subs for Shriner.
9 **JACKSON AND JILL—Film**
Helen Chapman and Ted Karnes in "It's a Gift," a situation comedy.
9:30 2 **THE UNEXPECTED—Drama**
"The Numbers Game" with Marshall Thompson. An officer, suffering from combat fatigue, is certain the mission to which he has been assigned spells death for him.
5 **BOB CONSIDINE—News**
7 **NAME'S THE SAME—Panel**
Emcee Robert Q. Lewis with panelists Joan Alexander, Carl Reiner and Meredith Willson.
9 **DOUG. FAIRBANKS, JR.—Film**
"The Bitter Heart."
9:45 5 **MEET THE VEEP—Chats**
Discussions with Alben W. Barkley.
10:00 2 **FAHEY FLYNN—News Data**
5 **CLINT YOULE—Weather**
7 **"TRAIL OF THE YUKON"**
MOVIE—Western adventure.
9 **"SHARK GOD"**
MOVIE—Many deaths occur in the pursuit of black pearls reputed to be the eyes of a native god.
10:10 2 **LEE PHILLIP—Weather**
5 **DORSEY CONNORS—Ideas**
'Dorsey says, "be your own repairman."
10:15 2 **JOHN HARRINGTON—Sports**
5 **JIM HURLBUT—News**
10:25 2 **ART MERCIER—Sports Tips**
Topics of interest to the men.
10:30 2 **JOHN HARRINGTON—News**
5 **NORMAN BARRY—Sports**
10:45 2 **IRV KUPCINET—Comments**
5 **HERBIE MINTZ SHOW—Music**
11:00 2 **BOB ELSON—Sports**
5 **HARNESS RACING-Chi. Downs**
Described by Joe Wilson.
7 **ULMER TURNER—News**
11:10 7 **TOM DUGGAN—Comments**
11:15 2 **MURDER BEFORE MIDNIGHT**
"Meet Sexton Blake," part two.
11:30 9 **LES NICHOLS—News**
12:00 2 **"TRANSATLANTIC MERRY-GO-ROUND"**
MOVIE—Comedy aboard an ocean liner with a dance band tripping up the efforts of two thieves to hide from the police. Jack Benny.
7 **"MURDER AT GLEN ATHOL"**
MOVIE—A vacationing G-Man seeking peace in the country meets his toughest assignment. Henry Hull.

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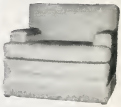

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COLLYER
2:00 P.M. (5)

Wednesday

JULY 22

MORNING PROGRAMS ON PAGE A-14

12:00 2 LUNCHEON WITH BILLY
Musical with Billy Leach.
5 NOONTIME COMICS—Film
Johnny Coons amuses the kids.
7 HAPPY PIRATES—Kids' Fun
Songs by Dick "Two Ton" Baker.
9 HI LADIES—Jack Payne
Vocalists Jackie Van and Mike Douglas participate.

12:25 2 LEE PHILLIP SHOW—Tips
Household news for the ladies.

12:30 2 GARRY MOORE SHOW
Garry does skit on how to keep cool in New York during the summer. Art Lund sings "Crying In the Chapel" and Denise Lor offers a French tune.
5 ANIMAL PLAYTIME—Kids' Fun
Win Stracke with his guitar.
7 TIME FOR FUN—N. Francis
Fun with Bobo the little woolly dog.

12:45 9 BASEBALL WITH THE GIRLS
Jack Brickhouse interviews.

12:55 7 ULMER TURNER—News

1:00 2 DOUBLE OR NOTHING—Quiz
Bert Parks is host to contestants.
5 BOB & KAY SHOW—Chats
Bob Murphy and Kay Westfall.
7 MOVIE QUICK QUIZ—Game
Emcee is Dick "Two-Ton" Baker.
9 BATTING PRACTICE—Warm Up
Harry Creighton describes.

1:10 9 LEAD OFF MAN—Vince Lloyd
Interviews with players.

1:15 7 "SCHOOL FOR DANGER"
MOVIE—A semi- documentary about the British espionage system. Jacqueline Hearne and Capt. Harry Lee.

1:30 2 LINKLETTER'S HOUSEPARTY
Guest, singer Connie Haines.
9 BASEBALL—Sox vs. Boston
Jack Brickhouse describes.

2:00 2 BIG PAYOFF—Quiz For Men
Randy Merriman and Bess Myerson
5 BREAK THE BANK—Quiz
Host is Bud Collyer.

2:25 7 ULMER TURNER—News

2:30 2 ACTION IN THE AFTERNOON
Western film adventure.
5 WELCOME TRAVELERS—Chats
Tommy Bartlett interviews visitors to the city of Chicago.
7 "MAGIC BOW"
MOVIE—Part 3.

3:00 2 SHOPPING WITH O'RILEY
Patrick O'Riley and Lee Phillip with music, entertainment, and shopping tips for the ladies.
5 ON YOUR ACCOUNT—Chats
Win Elliot interviews the ladies.
7 "STAIRWAY TO A STAR"
MOVIE—An actor's agent helps a girl get a start in show business. Cornel Wilde, Dennis Brent, Helen Beverly.

3:15 2 MUSIC COUNTER—Tunes
Popular tunes of the day sung by Helen Lee and George Ramsby in a record shop setting.

3:30 2 "THE LAD"
MOVIE—A youngster freed from prison finds it difficult to go straight. Geraldine Fitzgerald, Gordon Harker.
5 LADIES CHOICE—Talent
Johnny Dugan emcees variety show. Ladies' clubs and organizations from all over the country choose the professional and amateur entertainers seen on this program.

3:45 9 JACK BRICKHOUSE—Interviews
Approximate time, depending on length of ball game.

3:55 7 ULMER TURNER—News

4:00 5 ATOM SQUAD—Adventures
7 "GHOST TOWN"
MOVIE—A stranger gets in the way of some crooks out to rob a mine. Harry Carey, Ruth Findlay, Jane Novak.
9 MOVIE—Title Not Available

4:15 5 GABBY HAYES SHOW—Film
Western serial shown in part.

4:30 5 HOWDY DOODY SHOW
Puppet antics with Bob Smith.

4:45 9 TIME FOR BEANY—Puppets
Adventure story for kids.

5:00 2 GARFIELD GOOSE & FRIENDS
Garfield, like many of his loyal subjects, has his troubles dressing. This leads to the illustrated story, "I'm Dressing Myself," and the King takes the hint.
5 ELMER THE ELEPHANT
John Conrad entertains the children with his educated elephant.
7 ANGEL CASEY—Film
"Charlie Chase" and cartoons.
9 WATCH TO WIN—Quiz
Tom Moore is emcee with musical interludes by the Starnoters.

5:15 7 ROOTIE KAZOOTIE—Puppets
A story for the youngsters.

KAZOOTIE
5:15 P.M. (7)

O'CONNELL
6:45 P.M. (2)

WED
JULY 22

5:30 2 **GENE AUTRY TIME—Film**
MOVIE—Western.
5 **KIDS KARNIVAL KWIZ—Film**
Art Hern as Natco, the clown.
7 **BOB ATCHER—Serial Film**
"Fighting Valley" chapter 3.
9 **ROBERT F. HURLEIGH—News**
5:45 9 **CURBSTONE CUT UP—Talks**
Interviews and gags with Ernie Simon in front of the Tribune Building on Michigan Boulevard.
5:50 5 **JACK ANGELL—News**
6:00 2 **BOB ELSON—Sports**
5 **CLINT YOULE—Weather**
Predictions for tomorrow.
7 **ULMER TURNER—News**
9 **CAPTAIN VIDEO—Adventures**
Space adventures with the Rangers
6:05 5 **ALEX DREIER—News**
6:10 5 **JOE WILSON—Sports**
What's new in the world of sports.
7 **JACK DREES—Sports**
6:15 2 **JULIAN BENTLEY—News**
5 **DORSEY CONNORS—Travel**
Dorsey talks about Grand Teton National Park, Wyoming.
6:20 5 **TONY WEITZEL—Comments**
Interview with a guest.
6:25 7 **FRED KASPER—Weather**
6:30 2 **DOUGLAS EDWARDS—News**
5 **EDDIE FISHER SHOW—Tunes**
Guest, singer Kay Armen.
7 **DATE WITH JUDY—Comedy**
Judy and Randolph find father's new hobby much too expensive for their pocketbooks.
9 **SPENCER ALLEN—News**
6:45 2 **TV'S TOP TUNES—Musical**
Tunes by Helen O'Connell and Bob Eberly include: "Let's Turn Out the Lights," "Allez Vous En," "Crazy, Man, Crazy" and "With These Hands."
5 **JOHN C. SWAYZE—News**
9 **SPENCER ALLEN—News**
7:00 2 **ARTHUR GODFREY & FRIENDS**
Marion Marlowe, Frank Parker, Julius LaRosa, Lu Ann Simms, Janette Davis, the McGuire Sisters and the Mariners.
5 **I MARRIED JOAN—Comedy**
When Brad announces that he is bringing home important guests for dinner, Joan feels it necessary to buy a new wardrobe for the occasion. (For more about Joan Davis see next week's *TV Guide.*)
7 **LAUREL AND HARDY TIME**

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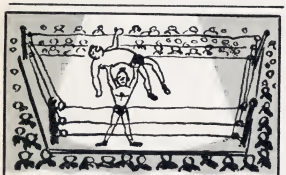

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W
E
D
JULY 22

ERWIN
7:30 P.M. (7)

MEADOWS
8:30 P.M. (2)

7:00 9 JOHNS HOPKINS SCIENCE REVIEW
"The Dividends Of Science." Discussion and illustration of the adaptation to civilian use of the research done by the Armed Services originally for wartime purposes.

7:30 5 MUSIC HALL—Variety

7 STU ERWIN SHOW—Comedy
Father Stu doesn't have a chance among his wife June and two teenage daughters.

9 PRESS CONFERENCE
Lee Schooler moderates panel.

8:00 2 STRIKE IT RICH—Quiz
Warren Hull emcees "helping hand" contestants.

5 KRAFT THEATER—Drama
"Adventures Of the Kind Mr. Smith." A French teacher in a conservative English girls' school is dismissed because of his unorthodox methods of teaching. Stars Marcel Hillaire, Frederick Tozere, Scott Forbes, Rene Paul.

7 POLICE REPORTER—Interviews
J. McMullen questions policemen on Chicago's crimes.

9 WRESTLING—Film
Feature match: tag team Leo Garibaldi and Chick Garibaldi vs. the Smith Brothers; Ivan the Terrible vs. Billy McDaniels; and Dr. Grable vs. Brother Frank. Joe Little announces.

8:15 7 Program Not Available

8:30 2 I'VE GOT A SECRET—Panel
Emcee Garry Moore with Henry Morgan, Faye Emerson, Bill Cullen, Jayne Meadows and special guest.

7 WRESTLING FROM RAINBO
Tom Casey subs as announcer for Wayne Griffin.

9:00 2 BOXING—From Chicago
Dan Bucceroni vs. Tommy Harrison (heavyweights). JIMMY POWERS SAYS: Bucceroni is rated 7th. Fights, 45. Won, 42. Lost, 3, K.O.'s, 27. Harrison is rated 10th. Fights, 28. Won, 20. Lost, 7. Draws, 1. K.O.'s, 5. Harrison is favored to score an upset. He can box fairly well. His left jab gave Rocky Marciano the nose injury that made him postpone his match with Joe Walcott. He is just above the light-heavyweight mark and will be much faster than Bucceroni, who, since stepping up into the heavier class, has lost much

BAILEY
9:00 P.M. (9)

LIBERACE
9:30 P.M. (9)

YOULE
10:00 P.M. (5)

BARRY
10:30 P.M. (5)

KUPCINET
10:45 P.M. (2)

of his speed. Dan, however, has the better punch. His right hand, although long, carries a lot of TNT.

5 CANDID CAMERA—Films
Allen Funt originates the series and appears in the films. Guest, Margaret Truman.

7 "LADY IN THE DEATH HOUSE"
MOVIE—Girl is accused of murdering a man who was blackmailing her. Jean Parker, Lionel Atwill.

9 OLD AMERICAN BARN DANCE
Musical variety film shorts emceed by Bill Bailey.

9:30 5 CITY DESK—Discussion
Moderator William Ray discusses problems in and around Chicago with panel.

9 LIBERACE SHOW—Musical
Liberace plays your favorite piano melodies.

9:45 2 SPORTS SPOT—Review
Roundup of sports events across the country, with interviews, discussions, and predictions.

10:00 2 FAHEY FLYNN—News
5 CLINT YOULE—Weather
7 "BLOCK BUSTERS"
MOVIE—A wealthy boy becomes a member of a street gang to learn the American way of life. Leo Gorcey, Huntz Hall, Gabriel Dell, Billy Benedict.

9 "BLACK DRAGONS"
MOVIE—A man is turned into a monster by the injection of a drug. Bela Lugosi, Joan Barclay.

10:10 2 LEE PHILLIP—Weather
5 DORSEY CONNORS—Tips
Dorsey explains decorative mending.

10:15 2 JOHN HARRINGTON—Sports
5 JIM HURLBUT—News

10:25 2 ART MERCIER—Sports Tips
A show of special interest to the men, includes baseball scores and where the fishing is best.

10:30 2 JOHN HARRINGTON—News
5 NORMAN BARRY—Sports

10:45 2 IRV KUPCINET—Comments
Gossip and news about visitors in Our Town and people in general.
5 HERBIE MINTZ SHOW—Music

11:00 2 BOB ELSON—Sports
Sports events and baseball scores.
5 "UNDERCOVER AGENT"
MOVIE—A railway postal clerk gets in trouble for carrying his gun when he's not on duty. Russell Gleason, J. M. Kerrigan, Maude Eburne, Shirley Deane.
7 ULMER TURNER—News

11:10 7 TOM DUGGAN—Comments
Sports news and an interview with a guest.

11:15 2 MURDER BEFORE MIDNIGHT
"The Case of Charles Peace," first part of three. An innocent young man is threatened with execution for a series of burglaries and a murder. Michael Harve.

11:30 9 LES NICHOLS—News

12:00 2 "MELODY LINGERS ON"
MOVIE—An Italian opera singer in the Army in 1917 meets and falls in love with an American girl. Josephine Hutchinson, George Huston.
7 "BELOW THE DEADLINE"
MOVIE—A police officer accused of murder alters his identity with plastic surgery.

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Thursday

JULY 23

MORNING PROGRAMS ON PAGE A-14

12:00 2 LUNCHEON WITH BILLY
Music session with Billy Leach.
5 NOONTIME COMICS—Film
Johnny Coons narrates film.
7 HAPPY PIRATES—Kids' Fun
"Two-Ton" Baker and Squawky the parrot.
9 HI LADIES—Jack Payne
Interviews and songs by Mike Douglas and Jackie Van.
12:25 2 LEE PHILLIP SHOW—Hints
News and tips for the ladies.
12:30 2 GARRY MOORE SHOW
Guest, comedian Cliff Norton. Art Lund sings "My Blue Heaven" and Denise Lor offers "Marriage Type Love" from "Me and Juliet."
5 ANIMAL PLAYTIME—Kids' Fun
Win Stracke entertains the kids.
7 TIME FOR FUN—Kids' Show
Nick Francis and Bobo cut capers.
12:45 9 BASEBALL WITH THE GIRLS
Jack Brickhouse interviews.
12:55 7 ULMER TURNER—News
1:00 2 AUDIENCE PARTICIPATION
Emcee Rex Marshall, comedienne Alice Ghostly, and singer Bob Kennedy.
5 BOB & KAY SHOW—Chats
Bob Murphy and Kay Westfall.
7 MOVIE QUICK QUIZ—Game
Dick "Two-Ton" Baker emcees the fun.
9 BATTING PRACTICE-Warm Up
Harry Creighton announces.
1:10 9 LEAD OFF MAN—Vince Lloyd
Interviews with the players.
1:15 7 "CAPTAIN CALAMITY"
MOVIE—The captain of a schooner pretends to know where a vast Spanish treasure is buried. George Huston, Marian Nixon,, Vince Barnett.
1:30 2 LINKLETTER'S HOUSEPARTY
9 BASEBALL—Sox vs. Boston
Jack Brickhouse describes.
2:00 2 BIG PAYOFF—Quiz For Men
Randy Merriman and Bess Myerson.
5 BREAK THE BANK—Quiz
Bud Collyer emcees quiz game.
2:25 7 ULMER TURNER—News
2:30 2 ACTION IN THE AFTERNOON
Western film adventure.
5 WELCOME TRAVELERS—Chats
Interviews with Tommy Bartlett.
2:30 7 "MAGIC BOW"
MOVIE—Part 4. (See Monday listing for synopsis and cast).
3:00 2 SHOPPING WITH O'RILEY
Music with Patrick O'Riley.
5 ON YOUR ACCOUNT—Chats
Interviews with Win Elliot.
7 "MURDER AT MIDNIGHT"
MOVIE—Murder becomes a reality during a game of charades. Alice White, Hale Hamilton, Leslie Fenton.
3:15 2 MUSIC COUNTER—Tunes
Helen Lee and George Ramsby sing.
3:30 2 "RIGHT AGE TO MARRY"
MOVIE—A Lancashire mill owner is lured into high society with unhappy results. Frank Pettingell, Joyce Bland.
5 LADIES CHOICE—Variety
Johnny Dugan emcees talent.
3:45 9 JACK BRICKHOUSE-Interviews
(If game has ended.)
3:55 7 ULMER TURNER—News
4:00 5 ATOM SQUAD—Adventures
7 "FIGHTING MUSTANGS"
MOVIE—Sunset Carson western adventure.
9 MOVIE—Title Not Available
(Cut to accommodate ending time of ball game).
4:15 5 GABBY HAYES SHOW—Tales
Western serial is seen in part.
4:30 5 HOWDY DOODY SHOW—Fun
Watch Howdy and his pals up to their old tricks. Bob Smith emcees.
4:45 9 TIME FOR BEANY—Puppets
Adventures with Beany and his friends on the Leakin' Lena.
5:00 2 GARFIELD GOOSE & FRIEND
Another comedy cartoon about baseball and an illustrated record story about "The Little Old Car," are Garfield's feature attractions today.
5 ELMER, THE ELEPHANT
John Conrad as the elephant trainer without a job.
7 ANGEL CASEY—Film
"Laurel and Hardy" and cartoons.
9 WATCH TO WIN—Quiz
Tom Moore emcees program.
5:30 2 GENE AUTRY TIME—Film
MOVIE—Western.
5 KIDS KARNIVAL KWIZ—Film
Art Hern as Natco the Clown.
7 BOB ATCHER—Serial Film
"Fighting Valley" chapter 4.
9 ROBERT F. HURLEIGH—News

TOMORROW'S NEWS *TONIGHT*

WITH

JULIAN BENTLEY AND THE NEWS

MONDAY THRU FRIDAY

6:15 P.M.

sponsored by
SHELL OIL COMPANY

WBBM-TV
CHANNEL 2

WEITZEL
6:20 P.M. (5)

HALL
7:00 P.M. (7)

NIGH and McVEY
8:30 P.M. (2)

STORM
9:00 P.M. (2)

5:45 7 POLICE REPORTER—Interviews
J. McMullen questions policemen on Chicago's crimes.

9 CURBSTONE CUT UP—Chats
Ernie Simon interviews people on the street.

5:50 5 JACK ANGELL—News

6:00 2 BOB ELSON—Sports

5 CLINT YOULE—Weather

7 ULMER TURNER—News

9 CAPTAIN VIDEO—Adventure

6:05 5 ALEX DREIER—News

6:10 5 JOE WILSON—Sports

7 JACK DREES—Sports

6:15 2 JULIAN BENTLEY—News

5 DORSEY CONNORS—Travel
Dorsey discusses Indiana State Parks.

6:20 5 TONY WEITZEL—Comments
General data and an interview.

6:25 7 FRED KASPER—Weather

6:30 2 DOUGLAS EDWARDS—News

5 EDDY ARNOLD SHOW—Music
Ballads and folk songs with the Dickens Sisters assisting Eddy.

7 LONE RANGER—Western
"Stage To Estacado." The Lone Ranger and Tonto become involved in the battle for a stagecoach franchise, facing gunplay and death.

9 SPENCER ALLEN—News

6:45 2 SUMMERTIME U.S.A.—Music
Teresa Brewer, Mel Torme, the Honeydreamers, and Ray Bloch and his orchestra.

5 JOHN C. SWAYZE—News

9 SPENCER ALLEN—Local News

7:00 2 TAKE A GUESS—Quiz
Moderator John McCaffrey with Margaret Lindsay, Ernie Kovacs, John Crawford and Dorothy Hart.

5 THE BEST OF GROUCHO
Groucho quizzes a waiter and a young bride.

7 RAMAR OF THE JUNGLE
Jon Hall stars in "Unknown Terror."

9 "HOMESTEADERS OF PARADISE VALLEY"
MOVIE—Red Ryder struggles to keep a gang of crooks from destroying a water supply. Allan Lane.

7:30 2 TALES OF THE CITY—Drama
Starring Madeleine Carroll, Gary Merrill and Buff Cobb. A glamorous Broadway actress stars in a play written by her former husband which parallels their early life together.

7:30 5 PLACE THE FACE—Quiz
Emcee Jack Smith delves into the history of contestants and brings him face to face with a person who has influenced his life.

7 CHANCE OF A LIFETIME
Professional talent competes for cash awards and opportunity for stardom. Guest, ventriloquist Jimmy Nelson with Danny O'Day and Farfel the dog.

8:00 2 VIDEO THEATER—Drama
"A Man In The Kitchen." A young advertising executive with a burning desire to write "the great American novel," quits his job and takes on housekeeping chores in order to have more time. William Lundigan stars.

5 DRAGNET—Police Drama
Sgt. Friday captures a criminal who later succeeds in escaping from jail, thus sending Friday and his assistant Smith out to hunt him again.

7 "SONS OF STEEL"
MOVIE—Labor's struggle for a fair deal. Charles Starrett.

9 STOCK CAR RACES—Action
Jack Brickhouse announces races from Willow Springs.

8:30 2 BIG TOWN—Drama
Lorelei is bait for a suave killer who has been luring wealthy women to their deaths by inviting them to pose for portraits bedecked in their most valuable finery. Stars Pat McVey and Jane Nigh.

5 FORD THEATER—Film Drama
"Edge Of the Law" starring MacDonald Carey and Marjorie Lord. A gambler wins $14,000 from the head of the syndicate and has to flee.

9:00 2 MY LITTLE MARGIE—Comedy
"Double Trouble." Margie hires twins to aid in her plot to accompany her father on a trip. Gale Storm stars with Charles Farrell.

5 MARTIN KANE, PRIVATE EYE
Detective Kane (Lee Tracy) investigates fraud in the accounts of a big business comptroller's office and runs into murder.

7 "DON'T TRUST YOUR HUSBAND"
MOVIE—A jealous wife, suspicious of her husband's attentions to an attractive client, attempts to teach him a lesson. Fred MacMurray.

MERCIER
10:25 P.M. (2)

NORDINE
11:45 P.M. (5)

THU
JULY 23

9:30 2 CITY HOSPITAL—Drama
"The Day After Tomorrow." A dancer learns how to live when her one love in life is denied her.
5 FOREIGN INTRIGUE—Drama
"Free Germany." A voice that nobody knows and a man he thought was his friend leads Robert Cannon to a secret organization fighting all forms of totalitarianism in Germany.
9 BOSTON BLACKIE—Drama
Death rides the roller coaster.
10:00 2 FAHEY FLYNN—News
5 CLINT YOULE—Weather
9 "HEARTS IN BONDAGE"
MOVIE—A man is discharged from the Navy for refusing to carry out an order. James Dunne, Mae Clarke.
10:10 2 LEE PHILLIP—Weather
5 DORSEY CONNORS—Ideas
Dorsey talks about "points on points."
10:15 2 JOHN HARRINGTON—Sports
5 JIM HURLBUT—News
10:25 2 ART MERCIER—Sports Tips
7 FRED KASPER—Weather
10:30 2 JOHN HARRINGTON—News
5 NORMAN BARRY—Sports
7 WHAT'S YOUR QUESTION?
Art Youngquist answers.
10:45 2 IRV KUPCINET—Comments
5 HERBIE MINTZ SHOW—Music
11:00 2 BOB ELSON—Sports
5 HARNESS RACING-Chi. Downs
Joe Wilson describes.
7 ULMER TURNER—News
9 "SEARCH FOR DANGER"
MOVIE—Falcon mystery where a gambler absconds with $100,000.
11:10 7 TOM DUGGAN—Comments
Commentary, sports news, and an interview.
11:15 2 MURDER BEFORE MIDNIGHT
"Case Of Charles Peace," second of three parts. (See Wed. listing for story).
11:45 5 FACES IN THE WINDOW
Ken Nordine narrates mystery.
12:00 2 "UNDER SECRET ORDERS"
MOVIE—Ann Marie Lesser, one of Germany's most clever agents, and her activities. Dita Parlo, John Loder, Eric Von Stroheim, Claire Luce.
7 "GHOST WALKS"
MOVIE—An escaped lunatic captures several actors as they attempt to put a play into production.

EVERY NIGHT AT *Midnight* Be A

"NITE OWL"

For an hour and a half watch fine feature films on the famed "NITE OWL" show

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Presented by

POLK BROTHERS

Chicago's finest are on Chicago's pioneer TV station

ABC TELEVISION NETWORK

WTMJ-TV · Channel 4 · Milwaukee, Wisc.

Central Standard Time

WEEKDAY MORNINGS

8:00 DING DONG SCHOOL
Frances Horwich teaches the kids.

8:30 GLAMOUR GIRL—Beauty Aids
Harry Babbitt emcees audience participation show. Winner receives free beauty treatment and appears on next day's show.

9:00 GARRY MOORE—Variety
Fri: Entire company offers a travesty on "Figaro."
Mon: Ken Carson is on vacation. Art Lund sings "Blue Skies" and Denise Lor offers "My Romance." Guest, Arthur Nierenburg of the "Just One Break Association." Ray Malone dances.
Tues: Denise sings "Row, Row, Row" and Art sings "Oh What You Do To Me." Explorer Ivan Sanderson exhibits denizens of the sea.
Wed: Garry does a skit on how to keep cool in New York during the summer. Art sings "Crying In the Chapel" and Denise sings a French tune.
Thurs: Guest, comedian Cliff Norton; Art sings "My Blue Heaven" and Denise offers "Marriage Type Love" from "Me and Juliet."
ARTHUR GODFREY & FRIENDS
Tues. & Thurs: Robert Q. Lewis subs for Arthur.

9:30 STRIKE IT RICH—Quiz Show
Mon., Wed. and **Fri.** Warren Hull emcees "quiz with a heart."

10:00 GORDON THOMAS—Variety
Tues. & Thurs: Music and interviews.

10:45 BRIDE AND GROOM—Wedding
John Nelson emcees festivities and interviews the young couple.

11:00 WHAT'S NEW IN THE KITCHEN
Breta Griem and Nancy Vorpagel with cooking demonstrations.

11:45 LET'S LOOK AT THE NEWS
Report on events around the world.

FRIDAY, JULY 17

12:00 DOUBLE OR NOTHING—Quiz
Bert Parks is quiz-master.

12:30 BILL CARLSEN—Weather

12:35 BOB HEISS—Interviews

1:00 BIG PAYOFF—Quiz For Men
Randy Merriman and Bess Myerson.

1:30 WELCOME TRAVELERS—Chats
Tommy Bartlett with interviews.

2:00 ON YOUR ACCOUNT—Variety
Audience participates with Win Elliot.

2:30 LADIES' CHOICE—Talent
Variety show with Johnny Dugan.

3:00 BEULAH DONOHUE—For Women

3:30 HOWDY DOODY—Puppet Fun

4:00 SUPER CIRCUS—Big Top Fun
Claude Kirchner and Mary Hartline.

4:30 FOREMAN TOM—Western Films

5:00 SPORTS PICTURE—News

5:15 LET'S LOOK AT THE NEWS

5:25 BILL CARLSEN—Weather

5:30 BLUE ROOM ENSEMBLE—Music
Directed by Maurice Kipen.

5:45 JOHN C. SWAYZE—News

6:00 PANTOMIME QUIZ—Games
Mike Stokey emcees charades game with permanent panel of four Hollywood personalities and a guest team of celebrities. Sandra Spence aids Mike.

6:30 SUMMER THEATER—Drama

7:00 PLAYHOUSE OF STARS—Drama
Merle Oberon stars with Grandon Rhodes and Patrick O'Neal, in "The Journey," story of a woman caught in the web of temptation when her husband throws her together with a younger man.

7:30 TV SOUNDSTAGE—Drama
"Something For An Empty Briefcase." A young ex-convict feels that carrying a briefcase will make him more respectable, and the adventures of that briefcase lead to changing the entire course of his life. Stars James Dean.

8:00 SPORTS REEL—Film
The week's best sporting events.

8:30 YESTERDAY'S NEWSREEL—Film

8:45 IT HAPPENED IN SPORTS

9:00 MY LITTLE MARGIE—Comedy
Following Father's advice that charity begins at home, Margie runs an ad in the local paper to "Help Deserving Person" and helps herself to trouble.

9:30 LET'S LOOK AT THE NEWS

9:40 BILL CARLSEN—Weather

9:45 GREATEST FIGHTS—Film

10:00 DOIN' THE TOWN—Variety
Tom Mercein hosts entertainers.

10:30 PLACE THE FACE—Quiz
Emcee Jack Smith delves into the history of contestants and brings him face to face with a person who has influenced his life.

11:00 Program Not Available

11:30 TOM MERCEIN SHOW—Variety

12:00 LET'S LOOK AT THE NEWS

12:05 MOVIE—Title Not Available

CUMMINGS
Sat. 6:00 P.M.

BURNS and ALLEN
Sat. 8:00 P.M.

FOCH
Sun. 1:30 P.M.

EDWARDS
Sun. 2:00 P.M.

SATURDAY, JULY 18

9:00 SPACE PATROL—Adventures
Buzz and Hap go to Mars to attend a party for the governor's daughter.
9:30 Program Not Available
10:00 BIG TOP—Circus Show
Three performing bears; Les Oriols, aerial act; the Jevelys, balancing.
11:00 BRETA GRIEM—Recipes
12:00 WILD BILL HICKOK—Western
12:30 FEARLESS FOSDICK—Mystery
1:00 LET'S LOOK AT THE NEWS
1:15 ECHOES FROM THE HILLS
Western stories and songs by Dick Hiorns.
1:30 DATE WITH JUDY—Comedy
The Fosters have a family reunion.
2:00 IN THE PUBLIC INTEREST
Educational program.
2:30 BIG PICTURE—Army Film
3:00 HOT SHOT REVUE—Variety
Joe Shott and his Hot Shots.
4:00 LONE RANGER—Adventures
4:30 CISCO KID—Tale Of The West
5:00 SPORTS PICTURE—News
5:15 LET'S LOOK AT THE NEWS
5:25 BILL CARLSEN—Weather
5:30 MY SON JEEP—Comedy
Doc Allison takes Jeep and two Boy Scout friends on a hike.
6:00 MY HERO—Situation Comedy
Beanblossom sells his boss' family estate despite the interference of a domineering Thackery aunt.
6:30 ORIGINAL AMATEUR HOUR
Ted Mack emcees talent.
7:00 SATURDAY NIGHT REVUE
Emcee Hoagy Carmichael with Helen Halpin and guests: Grace (Hartman) Abbott, Bobby Sargent, Rusty Draper, the Kirby Stone Quintet, and Jerry Fielding's orchestra.
8:00 BURNS AND ALLEN SHOW
Gracie unwittingly pulls a smart trick and stops two sneak thieves from getting away with the loot.
8:30 MOVIE—Title Not Available
9:55 BILL CARLSEN—Weather
10:00 BIG STORY—Drama
Reporter William Chance of the Washington D.C. Evening Star finds a flaw in the account of a drowning.
10:30 TALES OF THE CITY—Drama
11:00 BOSTON BLACKIE—Drama
11:30 RACKET SQUAD—Drama
12:00 LET'S LOOK AT THE NEWS
12:05 MOVIE—Title Not Available

SUNDAY, JULY 19

9:00 AMERICAN INVENTORY—Drama
9:30 WHAT'S YOUR TROUBLE?—Talk
Dr. Norman Vincent Peale speaks.
9:45 CHRISTOPHER PROGRAM—Talk
10:00 CHURCH SERVICES—Religious
11:00 Program Not Available
11:30 BETTER LIVING TV THEATER
12:00 PAUL SKINNER—Reads Comics
12:30 ROY ROGERS SHOW—Western
1:00 DEATH VALLEY DAYS—Drama
Tales of the old West.
1:30 G.E. THEATER—Drama
"Trapped" starring Nina Foch and Francis L. Sullivan. The plot of an unfaithful wife to murder her husband backfires.
2:00 MASQUERADE PARTY—Game
Douglas Edwards with Ilka Chase, Peter Donald, Buff Cobb and Ogden Nash.
2:30 YOU ASKED FOR IT—Requests
3:00 SOUTHLAND REVUE
4:00 MEET THE PRESS—Discussion
4:30 FILM PROGRAM
5:30 MEDALLION THEATER—Drama
6:00 BIG PAYOFF—Quiz Game
Randy Merriman and Bess Myerson.
7:00 TV PLAYHOUSE—Drama
"The Big Deal." A once successful building contractor who has been bankrupt for fifteen years refuses to believe that he has lost the ability to make a "big deal." David Opatoshu, Joanna Roos, Anne Jackson.
8:00 TELENEWS WEEKLY—News
8:30 WHAT'S MY LINE—Quiz
9:00 HELLO NEIGHBOR—Film
9:30 BRAVES TV CLUBHOUSE
Blaine Walsh chats with players.
10:00 SUMMER THEATER—Drama
"Beyond Reason." A young wife is confronted with circumstantial evidence that her husband is trying to kill her. Stars Elizabeth Ross, Anthony Dawson, Patricia Wheel.
11:00 PLAINCLOTHESMAN—Drama
"Truckers Welcome." The unseen lieutenant succeeds in apprehending a murderer and breaking up a monopoly of truckers' motels after the owner's henchman is killed.
11:30 ROCKY KING—Mystery
A wealthy and expert fisherman is pulled overboard and ostensibly drowned.
12:00 NEWS HEADLINES

WTMJ-TV · Channel 4

Milwaukee, Wisconsin

LOCKHART Mon. 8:30 P.M. | EDWARDS Tues. 7:30 P.M. | LIBERACE Tues. 9:00 P.M.

MONDAY, JULY 20

12:00 DOUBLE OR NOTHING—Quiz
Bert Parks emcees quiz show
12:30 BILL CARLSEN—Weather
12:35 BOB HEISS—Interviews
1:00 BIG PAYOFF—Quiz For Men
Randy Merriman and Bess Myerson
1:30 WELCOME TRAVELERS—Chats
Tommy Bartlett interviews travelers.
2:00 ON YOUR ACCOUNT—Variety
Audience participates with Win Elliot
2:30 LADIES CHOICE—Variety
Johnny Dugan emcees talent
3:00 BEULAH DONOHUE—For Women
3:30 HOWDY DOODY—Puppet Fun
Bob Smith emcees the fun.
4:00 GENE AUTRY—Western Adv.
4:30 FOREMAN TOM—Western Films
5:00 SPORTS PICTURE—News
5:15 LET'S LOOK AT THE NEWS
5:25 BILL CARLSEN—Weather
5:30 BLUE ROOM ENSEMBLE—Music
Maurice Kipen directs.
5:45 JOHN C. SWAYZE—News
6:00 NAME THAT TUNE—Quiz
Red Benson with singer Vicki Mills.
6:30 Program Not Available
7:00 RACKET SQUAD—Drama
A factory owner engages two crooks to alter the firms books to increase its sale value. Reed Hadley stars as Captain Braddock.
7:30 ROBERT MONTGOMERY—Drama
"Summer Love" with Elizabeth Montgomery as a summer theater apprentice who falls in love with a leading actor, played by John Newland.
8:30 WHO SAID THAT?—Quote Quiz
Moderator Walter Kiernan with panelists Gene Lockhart, June Lockhart and columnist Hal Boyle.
9:00 NAME'S THE SAME—Quiz
Robert Q. Lewis with Joan Alexander and Carl Reiner.
9:30 LET'S LOOK AT THE NEWS
9:40 BILL CARLSEN—Weather
9:45 INDUSTRY ON PARADE—Film
10:00 TOMMY SHERIDAN—Musical
10:30 BEAT THE CLOCK—Quiz Game
11:00 THE WEB—Mystery Drama
"The Line of Duty." A detective is assigned to track down a murderer and gets a surprise when he finds him. Richard Kiley stars.
11:30 TOM MERCEIN SHOW—Variety
12:00 LET'S LOOK AT THE NEWS

TUESDAY, JULY 21

12:00 FREEDOM RINGS—Drama
12:30 BILL CARLSEN—Weather
12:35 BOB HEISS—Interviews
1:00 BIG PAYOFF—Quiz For Men
Randy Merriman and Bess Meyerson
1:30 WELCOME TRAVELERS—Chats
2:00 ON YOUR ACCOUNT—Variety
Interviews with Win Elliot.
2:30 LADIES' CHOICE—Variety
Johnny Dugan emcees talent
3:00 BEULAH DONOHUE—For Women
3:30 HOWDY DOODY SHOW
Bob Smith emcees puppet antics.
4:00 MUSEUM EXPLORERS' CLUB
4:15 GRETCHEN COLNIK—For Ladies
4:30 FOREMAN TOM—Western Films
5:00 SPORTS PICTURE—News
5:15 LET'S LOOK AT THE NEWS
5:25 BILL CARLSEN—Weather
5:30 BLUE ROOM ENSEMBLE—Music
Directed by Maurice Kipen
5:45 JOHN C. SWAYZE—News
6:00 MIRROR THEATER—Drama
"The Enormous Radio," starring Felicia Montealegre and Daren McGavin. A young married couple discovers that their new radio tunes in on the neighboring apartments.
6:30 BREAK THE BANK—Quiz
Bert Parks emcees the fun.
7:00 NOTHING BUT THE BEST
Eddie Albert emcees musical variety show featuring leading performers in the entertainment field. Tonight's guests include comedian Roger Price, singer Helen Ward, dancer Anita Alvarez, and Count Basie.
7:30 THIS IS YOUR LIFE—Edwards
Ralph Edwards presents the life story of Joan Caulfield.
8:00 TWO FOR THE MONEY—Quiz
Walter O'Keefe subs for Shriner.
8:30 TRIANGLE THEATER—Drama
9:00 LIBERACE SHOW—Musical
Favorite piano melodies.
9:30 LET'S LOOK AT THE NEWS
9:40 BILL CARLSEN—Weather
9:45 WHERE AM I GOING—Quiz
10:00 DOUGLAS FAIRBANKS, JR.—Film
Tale of drama and intrigue.
10:30 CHANCE OF A LIFETIME—Quiz
11:00 PLACE THE FACE—Quiz
Emcee Jack Smith.
11:30 TOM MERCEIN SHOW—Variety
12:00 LET'S LOOK AT THE NEWS
12:05 BIG PICTURE—Korean Film

MARLOWE
Wed. 6:30 P.M.

HULL
Wed. 9:00 P.M.

LINN
Wed. 11:00 P.M.

GROUCHO
Thurs. 6:00 P.M.

BERG
Thurs. 7:30 P.M.

WEDNESDAY, JULY 22

12:00 DOUBLE OR NOTHING
Bert Parks emcees quiz show.
12:30 BILL CARLSEN—Weather
12:35 BOB HEISS—Interviews
Special demonstrations and features
1:00 BIG PAYOFF—Quiz For Men
1:30 WELCOME TRAVELERS—Chats
2:00 ON YOUR ACCOUNT—Variety
2:30 LADIES CHOICE—Variety
3:00 BEULAH DONOHUE—For Women
Topics of interest to women.
3:30 HOWDY DOODY—Puppet Fun
4:00 YOUR LIBRARY STORY—Reviews
4:15 DANCE ME A STORY
4:30 FOREMAN TOM—Western Films
Western lore and ballads.
5:00 SPORTS PICTURE—News
5:15 LET'S LOOK AT THE NEWS
5:25 BILL CARLSEN—Weather
5:30 BLUE ROOM ENSEMBLE—Music
Directed by Maurice Kipen.
5:45 JOHN C. SWAYZE—News
6:00 I MARRIED JOAN—Comedy
Brad announces that he is bringing home important guests for dinner.
6:30 ARTHUR GODFREY—Variety
Marion Marlowe, Frank Parker, Julius LaRosa, Lu Ann Simms, Janette Davis, the McGuire Sisters and the Mariners.
7:00 KRAFT THEATER—Drama
"Adventures of the Kind Mr. Smith." A French teacher in a conservative English girls' school is dismissed because of his unorthodox methods of teaching. Stars Marcel Hillaire.
8:00 BLUE RIBBON BOUTS—Boxing
Dan Bucceroni vs. Tommy Harrison.
8:45 MILWAUKEE NEWSREEL
9:00 STRIKE IT RICH—Quiz
Warren Hull emcees quiz game.
9:30 LET'S LOOK AT THE NEWS
9:40 BILL CARLSEN—Weather
9:45 ADVENTURES IN SPORTS
10:00 SAY IT WITH MUSIC—Quiz
Ivor McLaren emcees the fun.
10:30 DRAGNET—Drama
Joe Friday (Jack Webb) apprehends the toughest type of check forger.
11:00 ARTHUR MURRAY PARTY
Hostess Helen O'Connell with guests, Billy DeWolfe, the Baird Puppets, and Bambi Linn and Rod Alexander. Kathryn Murray will return to the show next week as regular hostess.
11:30 TOM MERCEIN SHOW—Variety
12:00 LET'S LOOK AT THE NEWS
12:05 MOVIE—Title Not Available

THURSDAY, JULY 23

12:00 FREEDOM RINGS—Rex Marshall
Audience participates in skits.
12:30 BILL CARLSEN—Weather
12:35 BOB HEISS—Interviews
1:30 WELCOME TRAVELERS—Chats
2:00 ON YOUR ACCOUNT—Variety
Win Elliot interviews people with human interest stories to tell.
2:30 LADIES' CHOICE—Variety
Johnny Dugan emcess talent.
3:00 BEULAH DONOHUE—For Women
3:30 HOWDY DOODY—Puppets
4:00 LITTLE AMATEURS—Talent Time
Children display their talents.
4:15 GRETCHEN COLNIK—For Ladies
4:30 FOREMAN TOM—Western Songs
5:00 SPORTS PICTURE—News
5:15 LET'S LOOK AT THE NEWS
5:25 BILL CARLSEN—Weather
5:30 BLUE ROOM ENSEMBLE—Music
5:45 JOHN C. SWAYZE—News
6:00 THE BEST OF GROUCHO—Quiz
Films of Groucho's most amusing interviews. Tonight he quizzes a waiter and a young bride.
7:00 VIDEO THEATER—Drama
"A Man In the Kitchen." A young advertising executive with a burning desire to write "the great American novel" quits his job and takes on housekeeping chores in order to have more time. William Lundigan stars.
7:30 THE GOLDBERGS—Comedy
Molly and Mrs. Bloom decide to go into the catering business, but Jake feels that the venture is destined only for bankruptcy.
8:00 MARTIN KANE—Drama
Detective Kane (Lee Tracy) investigates fraud in the accounts of a big business comptroller's office and runs into murder.
8:30 FOREIGN INTRIGUE—Drama
9:00 THIS IS YOUR LIFE—Tale
Ralph Edwards surprises a well-known person with the story of his life.
9:30 LET'S LOOK AT THE NEWS
9:40 BILL CARLSEN—Weather
9:45 THURSDAY NIGHT THEATER
10:00 BLIND DATE—Jan Murray
10:30 BIG TOWN—Newspaper Drama
11:00 PRIVATE SECRETARY—Comedy
11:30 TOM MERCEIN SHOW—Variety
12:00 LET'S LOOK AT THE NEWS
12:05 MOVIE—Title Not Available

TV at its best!
(Monday thru Friday)
GLAMOUR GIRL
—beauty and fashion tips to make you more glamorous
9:30 am
HAWKINS FALLS
—now presented at a more convenient time for you
10:00 am
THE BENNETTS
—the Bennetts are new to the TV neighborhood . . . you'll enjoy knowing them
10:15 am
WNBQ
NBC
CHANNEL 5
NBC

Reviews / ON YOUR ACCOUNT

PROGRAM OF THE WEEK

ON THE basis of summer TV fare seen to date, it's hardly a secret that creative programing and imagination have hit a new low.

One of the chief culprits on this score is *On Your Account*, (NBC, Monday through Friday). The idea behind this program is to give money away to people who proclaim their need and bare their lives on the air.

The funds are handed out if the guests can answer a series of questions. The major twist to the old give-away format is that the winnings are deposited by the producers of the show in a bank for the lucky ones. It's from this gimmick that the program's name is derived.

As one of the two shows replacing the Kate Smith program, it illustrates forcefully what the TV boys mean when they talk about the "dog" days.

Cheap and Easy

As such programs go, *On Your Account* is no better and no worse than others of similar ilk on the air. It seems, though, that such programs have gone far enough. They obviously represent an easy and inexpensive way for the networks to fill their program time during the summer while their stars are on vacation. But it seems unfair to viewers to treat them this way.

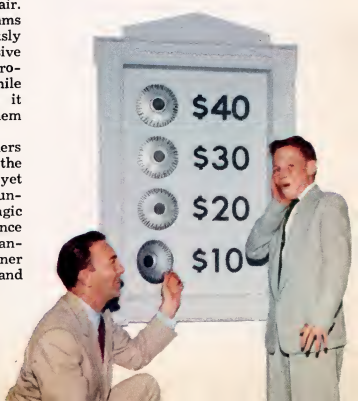
And certainly the only set-owners who will be induced to tune in the show are the few who are not yet satiated with watching a group of unfortunate people pour out their tragic family secrets in return for a chance to win some ready cash. The philanthropy is a good idea, but the manner of doling out the largesse could stand improvement and that's an understatement.

Win Elliot emcees *On Your Account*. He too is no better and no worse than Warren Hull and other emcees who work similar programs.

Elliot's Sympathetic

He impresses viewers as being sufficiently sympathetic to the hard-luck tales offered by contestants, and eager enough to hand out the money. The setting is replete with all the necessary accoutrements, including a specially-devised "Friendship Corner" and a string of simulated wall-safes to tie in with the title.

The networks at one time emoted with high-sounding phrases about how it is their duty to experiment with new program ideas and formats. Only in that way, they said, could the still-young TV be kept dynamic. If shows like *On Your Account* continue, TV will grow old long before its time.



Win Elliot and contestant: program no better or worse.

Ladies Choice

Johnny Dugan: also a singer.

TAKE samplings of the best features ever used in a TV giveaway or talent search show, mix well and serve as a summer replacement. That's the recipe the producers of *Ladies Choice* have followed in cooking up their trifling concoction, which is filling in for part of the Kate Smith program (NBC, Monday through Friday).

So that no one can accuse them of being original, the producers have incorporated into *Ladies Choice* the proven features of such current or defunct programs as *Talent Scouts, Stop the Music* and *Sing It Again*, among others. It might be thought that such a recipe would pay off with a successful program. But not so *Ladies' Choice*. The show might appeal to some housewives but it is generally rather boring.

The show's basic premise is to spotlight professional talent. The acts are introduced to the audience in an interview between emcee Johnny Dugan and the "talent scouts" who "discovered" them. For obvious reasons, they are never called talent scouts. All the scouts are women, which explains the show's title.

Home viewers get their chance to win the home appliances-through the well-worn system of telephone calls from the emcee. A picture of some well-known personality is spun rapidly on camera so that it is in no way recognizable. At the same time, the viewer gets a clue to the personality's identity via a little jingle appearing on the screen. If the home viewer identifies the picture, she wins the appliance. Otherwise, she must be satisfied with an expensive-looking watch.

Dugan, as emcee, seems almost to caricature the accepted idea of how the program host of a woman's TV show should act. He's also a singer, breaking up the monotony occasionally to display an undistinguished Irish tenor.

'Hello, Mabel—Henry is watching the news, so I figured it's a good time to call!'

TV in the news

TO DETERMINE how well color telecasts can be received in black and white on standard sets now in use, NBC has been granted FCC approval to test its new compatible color system. The grant, extending through July 31, allows testing on non-commercial sustaining programs only.

•

Results of a survey conducted by Boston University revealed that TV has more influence on the living habits of adults than on children. Dr. Frank L. Sweetser, associate professor of sociology, reported that the effect was greatest in the allocation of time, normal activities being radically altered to allow television viewing.

•

Following the ruckus over American commercials being inserted during the Coronation TV coverage, word now comes from a British film executive that commercial television in Great Britain is certain. "Nothing can stop commercial television in Britain," reported Herbert Wilcox, chairman and managing director of Imperadio Pictures, Ltd., on his arrival in the United States.

•

University credits will be granted for classes in the use and the production of educational TV programs, according to Dr. Franklin Dunham, chief of radio and television, U. S. Office of Education. Several thousand teachers and professional TV people are expected to take advantage of the courses in leading universities and colleges.

•

The Federal Communications Commission has refused to allot special frequencies for a theater television system. In this denial, the FCC indicated that if the motion picture industry desired such a set-up it should plan to operate on the present "common carrier" frequencies.

FINE TUNING

By OLLIE CRAWFORD

PENNSYLVANIA proposes tax on television sets. This idea will cross the country faster than the coaxial cable.

•

The most popular TV program with State legislators will be something called: "I Love Lucre."

•

If there's one program that will never top the Hooper ratings, it's a tax program. The thing most of us want to see on TV is Treasury Men inaction. This tax program could cut the two-gun cowboys down to one gun. After taxes, Hopalong would be referred to as Limpalong.

There have been some good fights on TV, but wait until they see the fight over this.

•

Before these boys get done, we'll all be paying a Howdy duty. Every State legislature will be working on its own *Strike It Rich* program. They'll have the first quiz show with only two questions: "How much have you got?" and "Where is it?"

•

The top tune on the *Hit Parade* will never be "Deep in the Heart of Taxes."

•

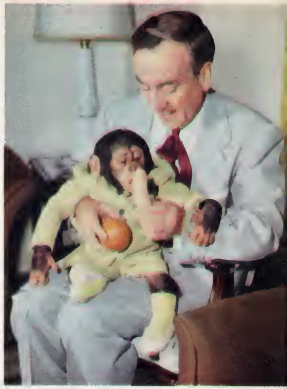
Television no sooner introduces UHF programs than these boys come along with an UGH! program.

IN THE CAST

A FEW years ago Zoo *Parade* fans got a stark look-see at a terrified man. The fellow's name was Jim Hurlbut and his reasons for getting scared were downright laudable.

One of *Zoo Parade*'s leading cast members, a sinuous, tail-whipping snake, had been dropped into Jim's unsuspecting arms by the famed Lincoln Park Zoo curator, Marlin Perkins. Now Jim, an adventurous ex-Marine, has had plenty of bouts with adversity. That's his business as one of NBC's ace newsmen in the Midwest. But handling Marlin's prize fauna was a job Hurlbut was willing to let the zoo maestro do for himself.

The folks, though, loved it and week after week Announcer Hurlbut came to grips with one of Mr. Perkins' pets. And always, it seemed, when Jim least expected it. Once Marlin asked Jim to milk a goat. This seemed a reasonable enough request for Announcer Hurlbut—until he tried. After a few futile yanks, red-faced Jim confessed complete ignorance as to how to draw the milk. Just a city boy at heart, he admitted.



Jim Hurlbut: no job for the animal-shy.

But today, newshawk Hurlbut rates as a pretty good layman authority on zoo inhabitants. "When I started on *Zoo Parade*," he says, "I didn't know the difference between a Capabari and a Coatimundi. (We still don't). "Now I get letters from people asking questions about their pets.

"Actually, I'm not afraid of the animals anymore, like everyone thinks. I like 'em all. I guess it took me longest to get used to the tarantulas. Now, I don't mind even them."

Jim's stint on *Zoo Parade* takes up only a fraction of his working time. As roving reporter on Chicago's radio station WMAQ, he gathers human interest yarns for his show every night. The 43-year-old Hurlbut distinguished himself during the war as the first Marine combat correspondent to see action. He landed with the assault troops on Guadalcanal and later served as technical adviser for the movie *Guadalcanal Diary*. Jim is married and the father of two children.

'Enjoying the ball game, Dear?'

Dressing for Business

OVER at NBC, on the Eddie Fisher set, Rosemary Quigley of Kansas City, Missouri, is referred to as "the doll."

Most of us will never meet Rosemary. Her job and her ambitions keep her completely behind the scenes. It's doubtful that she'll ever make the national list of best-dressed women. Rosemary doesn't even wear hats. "I haven't time to put them on," she says.

Works Long Hours

But Rosemary is a girl who works long hours in hot studios and doesn't show it. As assistant to Director Herbert Sussan, she keeps track of "everything her boss doesn't," and when all else fails, her major job is then "to look cheerful."

In one day, Rosemary may go from home to office to studio to press party to a date.

She does it with simple, easy-to-care-for, easy-to-look-at clothes. "I can't wear anything that's fussy or makes me conscious of what I have on," she says. "I'm much too busy worrying about my job."

Budget-conscious, she relies heavily on separates, in matching and contrasting colors, "they always add up to more outfits than they really are." Full skirts are casual, feminine, go-anywhere, and Rosemary thinks any girl who doesn't have a top-notch figure should stay with them despite fashion's slim, narrow decree. Rosemary wears full skirts because she can hide things in her pocket. "Things," turned out to be a stop watch (for timing show), script time sheet, pencil, small pad and hankie.

Dresses for Comfort

Although of medium height, she dresses for comfort as well as glamor, wears only flat or low-heeled shoes to work. "At the show, I stand more than I sit," she explains.

She likes jewelry, but she keeps it at a minimum for daytime wear. "Dangling earrings and charm bracelets just get in my way," she says. "But I always keep a pair of earrings in my purse just in case a date turns up unexpectedly."

Other ideas which Rosemary employs for sudden social engagements are the "round-the-clock" dresses, an extra pair of shoes at the office, and simple accessories. Add a few minutes of grooming and the date never suspects that Rosemary has been working a long day.

Rosemary Quigley: nothing fussy for her.

Linkletter at his best, interviewing youngsters on his television show, *House Party*.

PEOPLE ARE *Funnier* ON TELEVISION

by ART LINKLETTER

BUT GOATS HAVE STOLEN THE SHOW

IN MY 20 years of TV and radio broadcasting, I guess I have interviewed and worked with more than 20,000 adults and kids. Most of my shows have been the audience participation type, the ingredients being made up of wild and woolly stunts, interviews and chats with the school children.

Now, we are faced with a mild dilemma. In radio broadcasting, the guest plays to me and to the 400 or 500 people in the audience. In TV, the participants are aware of the cameras and play to Aunt Minnie at home, to friends and to the millions, glued to their sets.

The trend isn't too noticeable yet, but I can detect the change. I now find some contestants on TV who have

Stars are regular TV guests. Peggy Lee was among the top singers presented.

On radio show, Art sticks to gags. This man was given trousers that fell apart.

Bearded 'Nature Boys' are typical of odd characters presented by Linkletter.

more ham in them than I have. . . . and when the guests start taking the show away from the star, it's time to start thinking.

I won't forget a day not long ago on my *House Party* show (it's on TV and radio simultaneously) when I was interviewing a good looking lady in the audience. As I asked her questions I noticed she was looking straight ahead; then she would change her position slightly and move her head and straighten a few strands of hair. It didn't take me long to catch on. We have large screen monitors in the front of the audience and they could see themselves on TV. This woman was making sure she looked okay for the viewers at home.

Stunts Getting Tamer

Because the *House Party* show is on during the middle of the day, we don't do any of the wild stunts we have on my night-time *People Are Funny* radio show. *People Are Funny* will go on TV beginning with the fall season of 1954. That's when the contestants will really ham it up! We like to use a lot of animals in our stunts on *People Are Funny*. . . . like the time we had a contestant milking a goat at the corner of Hollywood and Vine.

Goats Steal the Show

Ah, yes, goats. Eight of the cutest little baby goats almost stole the show away from me and my guest on *House Party*. My special guest was Movie Star Ronald Reagan and he brought along two sets of quadruplet goats that had been born on his stock farm just a few weeks before.

About half-way through our interview, I stopped talking to Ronald, and asked the stage hands to remove the goats. I noticed that the studio audience was watching the goats and I bet the viewing audience was doing the same. No one was paying one bit of attention to Ronald and me.

When goats can ham it up and steal the show; that's all, brother!

Allison in Wonderland

Fran Allison: other girls played with the Kuklapolitans but this one was really right.

WHEN Burr Tillstrom's Kuklapolitans got the word some six years ago that their menagerie was to be graced by a pretty girl, there was a general rumbling of apprehension. Oliver J. Dragon, self-styled impresario and beau ideal of the puppet world, looked upon the invasion of the Kuklapolitans by a female with a fiery, dragon-like skepticism.

"After all, there *have* been other girls who worked with us," reasoned Ollie, "and none of them were really *quite right.*"

Everyone else, too, from elegant Mme. Ooglepuss to warm-hearted Kukla to the high flying Beulah Witch, just sat backstage, breaths bated, wondering what the new member of the cast would be like.

FRAN FORGETS *that Kukla and Ollie aren't real.*

Just a couple of girls: Fran and Mme. Ooglepuss, with whom she has suffered, sympathized and laughed over their years of TV.

The date was October 13, 1947 and the pretty girl, of course, was Fran Allison, a willowy charmer with a wonderful wistfulness about her and a smile that would melt a top sergeant.

Happily, the meeting between Fran and the Kuklapolitans was pure chemistry. It was a love affair that has been going on since that day in Chicago when she first parked a kiss on Kukla's bulbous schnoz. The show was called *Junior Jamboree* then; now it's the familiar, charming *Kukla, Fran & Ollie.*

The big reason for this perfect match is simple: from the very beginning Fran has *believed* in her beloved characters. This is no press agent's myth. It's the key to the Allison make-up. She has sympathized, suffered and laughed with them. Only a heretic would suggest that her TV pals become lifeless pieces of cloth, draped over some wooden pegs.

Not even the long arm of commercialism has been able to destroy the illusion of reality. "Burr could have marketed the Kuklapolitans many times," says Fran, "but the thought of seeing, say, fifty Ollies staring at us from a drug store window sends a chill down my back."

TV's Allison in Wonderland is thought of as two distinct personalities—the dragon-loving Fran of KFO and the wise-cracking spinster, Aunt Fanny, of radio's *Breakfast Club.*

"Fran is Aunt Fanny only in the sense that she's quick-witted like Aunt Fanny," contends KFO producer Beulah Zachary. "In reality, Fran is lost in the world of practical things. In fact it seems the mechanical world is kinda plotting against her."

Fran admits she is no match for the always-resourceful Aunt Fanny. "I remember when I worked in a Davenport department store," she recalls. "I couldn't for the life of me wrap the package. All thumbs. All the time I was hoping the customer wouldn't buy the darn stuff. The only thing to do was to try to discourage the sale. I lasted about a week."

Kukla, Ollie and Fran: this time the Kuklapolitans were getting ready to take a trip out to sunny California.

Practical Aunt Fanny would frown, too, on her counterpart's penchant for misplacing anything smaller than a diesel locomotive. Her hubby, Archie Levington (a successful music publisher), recalls the winter when Fran lost 12 pairs of galoshes, a record which remains unchallenged to this day. Keys, earrings, gloves or railroad tickets all find an insidious way of escaping Fran's person. It's as though the River Lethe, the stream of forgetfulness, ran right into the plumbing system of the Levington's swank coach house on Chicago's near north side.

Forgetfulness Is Lampooned

Tillstrom and KFO Musical Director Jack Fascinato collaborated on a ditty—a little lampoon called *Forgetful Fran* which sort of sums up the gang's feeling about their absent-minded gal. The last verse goes:

If you see a girl who's very kind and gentle,
With a wistful look that's slightly sentimental,
Won't you please return her C.O.D. to K.F.O., Chicago
As quickly as you possibly can,
We need her for we love For-get-ful Fran.

It was a long haul before Forgetful Fran entered into the world of the fanciful. Born in the land of Aunt Fanny, the state of Iowa, her show business career has spanned 20 years of lean pickings as a radio singer, a series of soap opera heroines and as commercial pitch girl.

After her marriage in 1941, tragedy struck. Fran was driving with a girl friend outside of Des Moines when their automobile crashed and the young radio star was hurled through the windshield. Her face was badly scarred. Later, a surgeon operated successfully and the months of anguish, during which Fran drew shyly within herself, ended happily.

The intrinsic Allison charm is her complete lack of phoniness. Friends call her the softest touch in show business. Like the gal from *Oklahoma,* she cain't say no. Whether she's with the president of NBC or chinning with Fletcher Rabbit, Fran is always the sweet ex-schoolmarm from La-Porte, Iowa. She's nuts about good low-brow entertainment like baseball (Cub fan) and can rattle off batting averages like an accountant reciting a profit and loss statement.

Recalls Skunk Incident

The belief Fran holds in the Kuklapolitans is evident when she talks about them. She likes to recall, perhaps a little ruefully, the famous "skunk incident" that occurred a few years ago: One evening, Marlin Perkins, of *Zoo Parade* visited the Tillstrom wonderland and brought along one of his prize skunks.

Although thoroughly deodorized—like most domesticated skunks—someone forgot to check on whether it was housebroken. The animal's ensuing indiscretion with seven minutes of air time remaining, all but threw Kuklapolitanland into a frenzy. Fran remembers fleeing the studio, while Kukla, she says, "was the only one who kept his head. He came up with a mop and saved the day."

The thought that perhaps a genius called Tillstrom might have been the one who saved the day never entered Fanciful Fran's mind.

SPORTS

Red Smith

What Can A Poor Promoter Do?

WHEN Bill Veeck was making coarse sounds about the division of television receipts among baseball clubs, richer club owners sought to beat him into silence by cutting his St. Louis Browns out of the tentative night game schedules.

The president of the Browns argued, reasonably enough, that there was no basic difference between video revenue and gate receipts; currency collected through both channels was decorated with steel engravings of the very same dead politicians. Therefore, he contended, a visiting club was entitled to a piece of the television swag just as it got a share out of the box office. No split, no televising of the Browns' games on the road.

"Very well," responded officials in New York, Boston and Cleveland, "then he'll get no part of our big night gates. Let him take his 25 cents a head from the 2,500 people we draw on midweek afternoons; we'll play only our friends at night and split the big hauls with them."

Eventually a truce was negotiated, but by then a revealing confession had been made to the baseball public: Baseball had surrendered to commercial sponsors the right to draft its own schedules. Brewers and cigaret manufacturers now had the last word regarding night games. TV sponsors exercise even more tyrannical authority in the promotion of major fights. For a long time, now, they have been dictating the selection of sites for coaxial boxing attractions. That is why New York, once the pugilistic capital of the world, has lost its eminence to Chicago and other cities.

The fight promoter is an emotional creature with a deep and abiding affection for money. Long lines of customers stuffing banknotes through the box office grill make a picture lovelier in his eyes than a mountain lake at sunset. He has discovered that these lines shrivel unattractively when customers have the option of paying for their entertainment or getting it free in living room or saloon.

To discourage niggardliness among fans, the promoter blacks out television within a radius of, say, 50 miles of the fight arena. "Get it up or go without," he tells the neighbors, and then he sells to a sponsor the right to bring the match to people too far away to attend in the flesh.

The sponsor, on the other hand, is interested in selling the largest possible quantities of beer or razor blades. New York and vicinity offer the largest potential market with the largest population and densest concentration of television sets. The sponsor declines to pay top prices for air rights which do not include this market. "Black out Chicago or St. Louis," he says, "but keep New York open."

This gives the promoter a free choice. He can have his independence or the sponsor's money. Which wins? Two guesses to a subscriber.

This gentleman
may be old-fashioned
in some ways,
but he's right up-to-date
in others.
He knows *all* about
television—the stars,
the shows, how TV works
behind the scenes,
what it plans
for the future.
He finds out from TV GUIDE,
the best guide there is
to the whole fascinating
world of television.
This old gentleman is wise
in another way, too.
He has TV GUIDE *mailed*
to his home every week.
He likes the convenience
and economy . . .
and so will you!
If you subscribe now,
you take advantage
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TV GUIDE

it's so nice to have a GUIDE around the house

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